



IE Domain Registry

SME Digital Health Index 2018

Supplementary Appendices



IE Domain Registry

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For full report and methodology, please view the
IE Domain Registry SME Digital Health Index 2018 report.



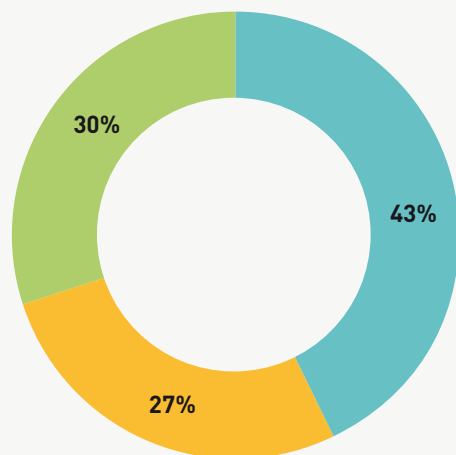
SA 1. Report graphs

SA1.1 Chapter 1 – Digital Skills Assessment

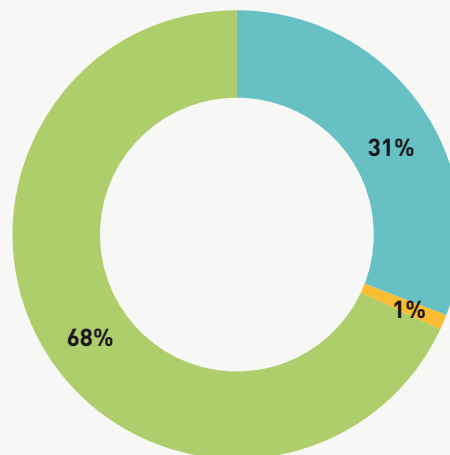
Overview

Base: 1,000, all SMEs

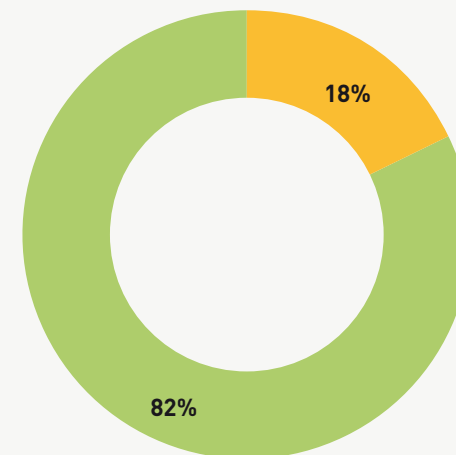
Communicating



Transacting



Boosting



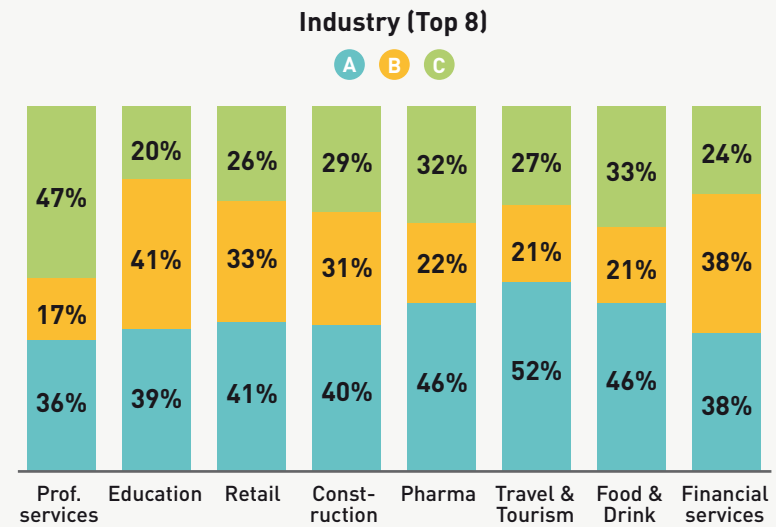
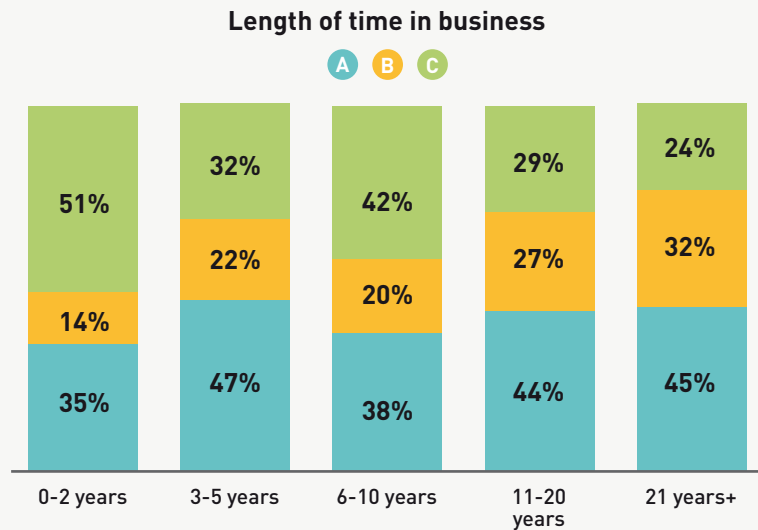
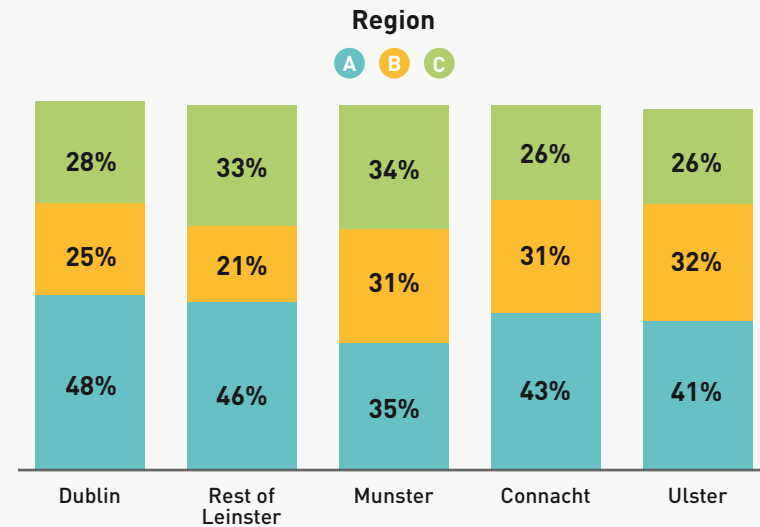
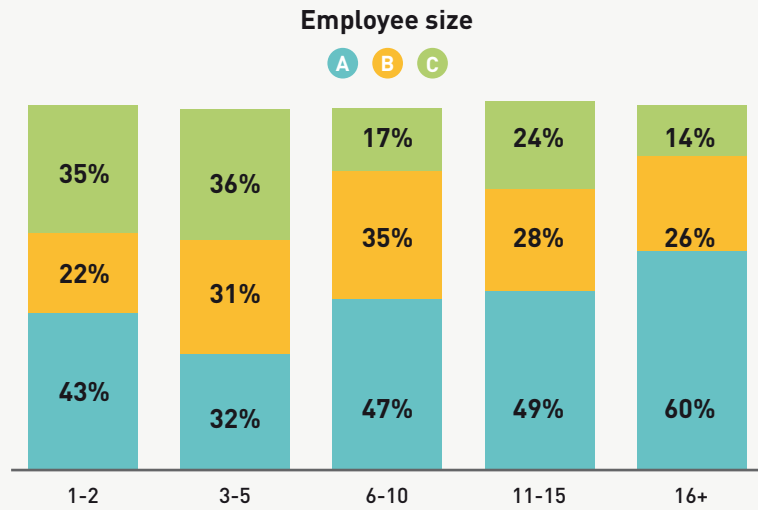
A 70% + **B** 51-69% **C** 50% or lower

SA 1. REPORT GRAPHS [CONTINUED]

SA1.2 Chapter 1 – Digital Skills Assessment

Communicating category – profile

Base: 1,000, all SMEs

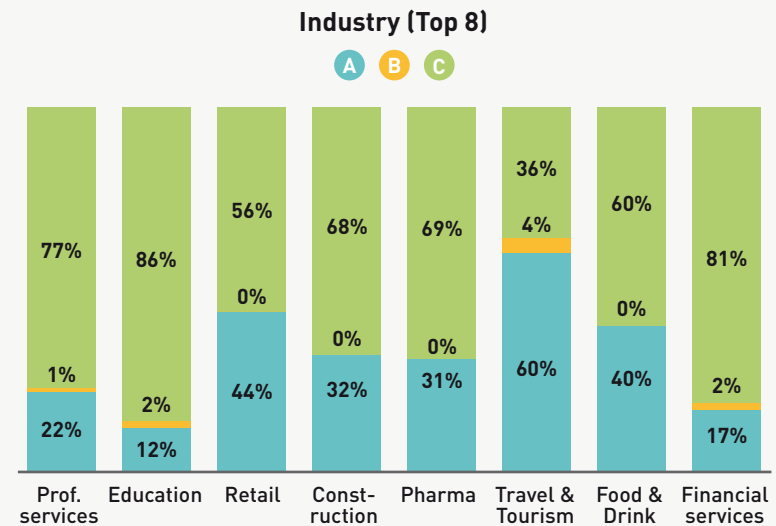
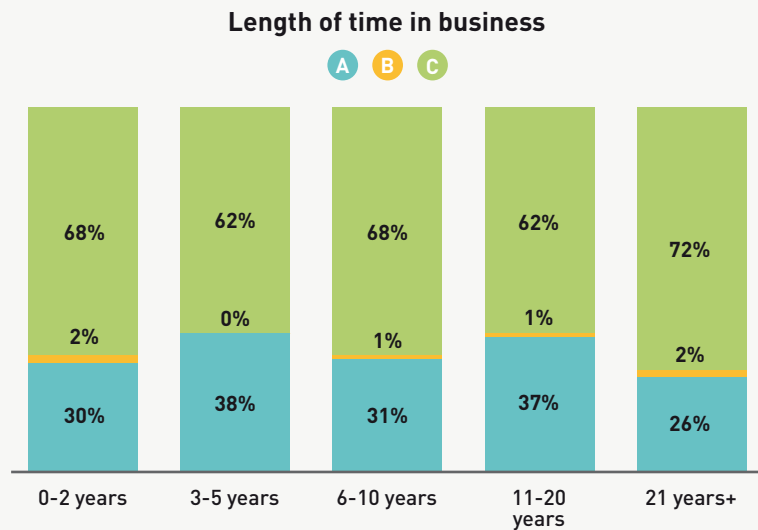
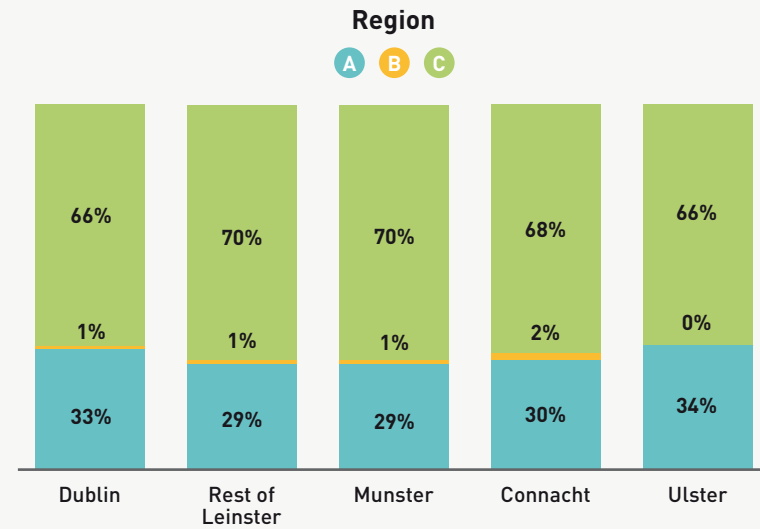
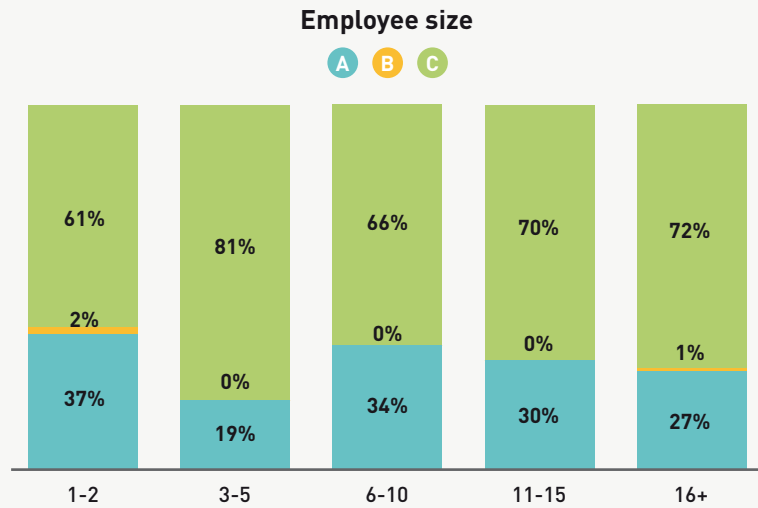


SA 1. REPORT GRAPHS [CONTINUED]

SA1.3 Chapter 1 – Digital Skills Assessment

Transacting category – profile

Base: 1,000, all SMEs

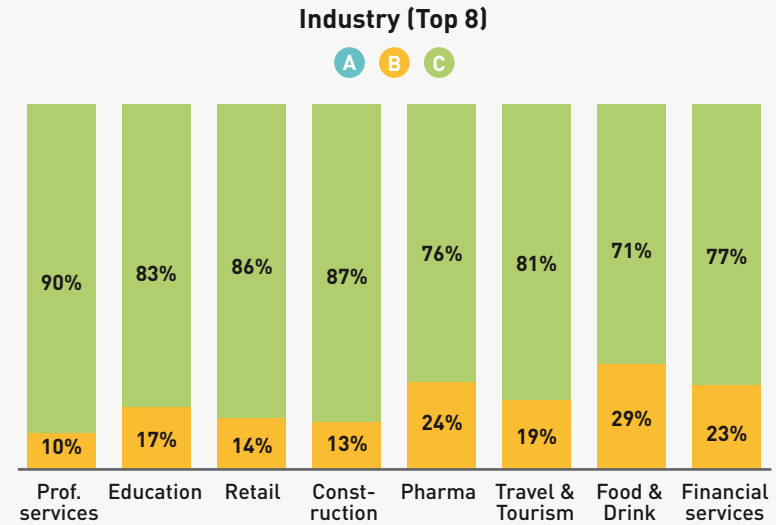
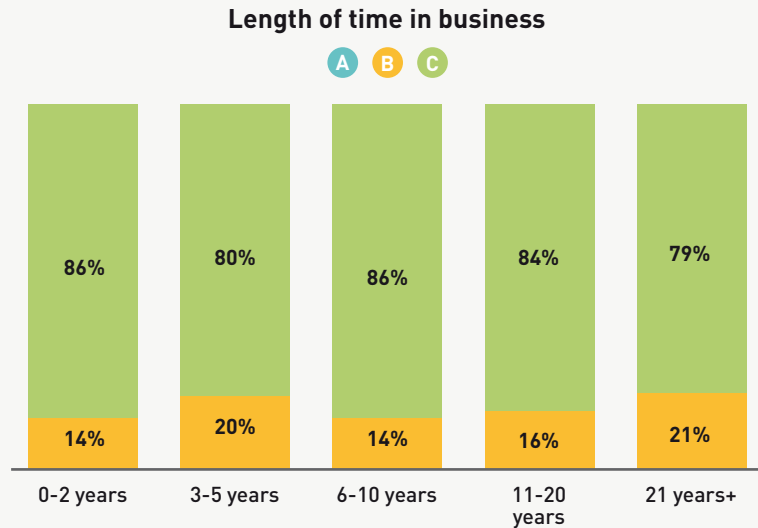
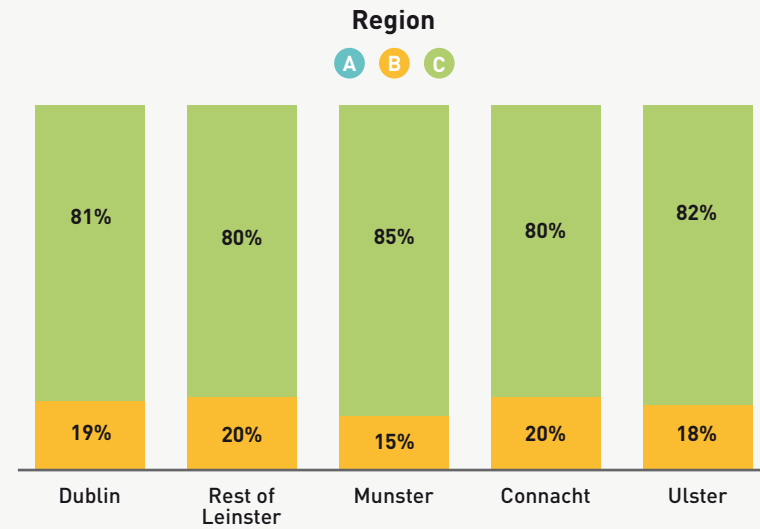
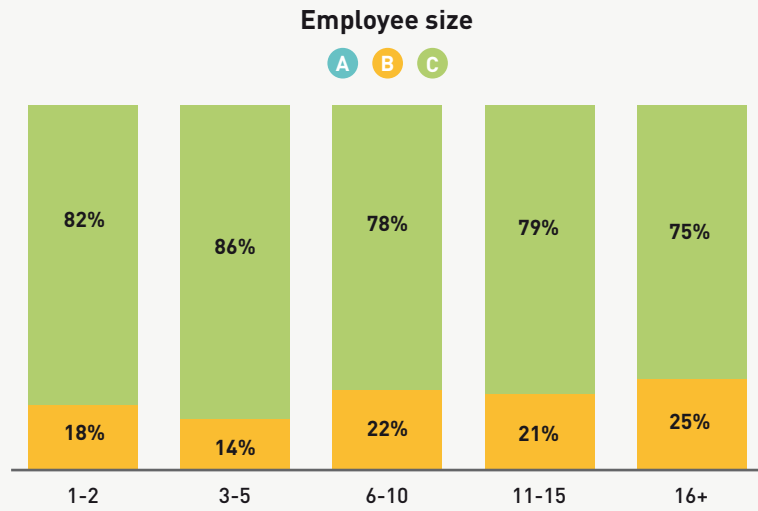


SA 1. REPORT GRAPHS [CONTINUED]

SA1.4 Chapter 1 – Digital Skills Assessment

Boosting category – profile

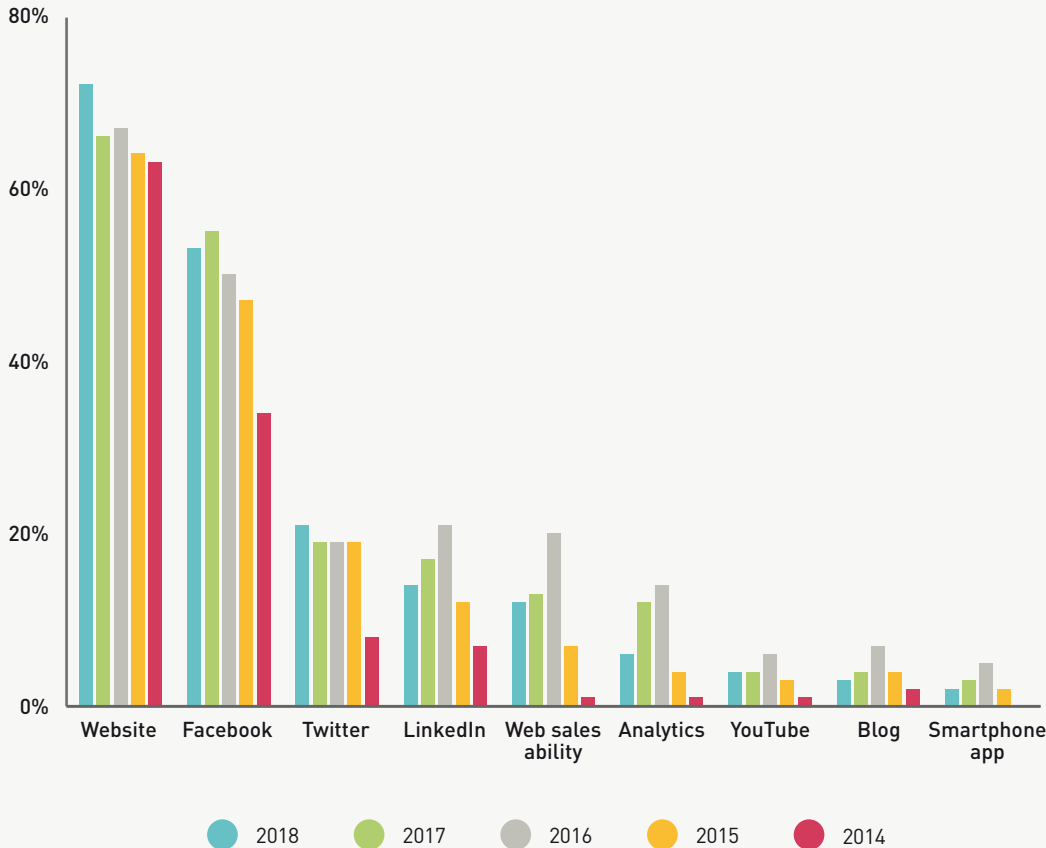
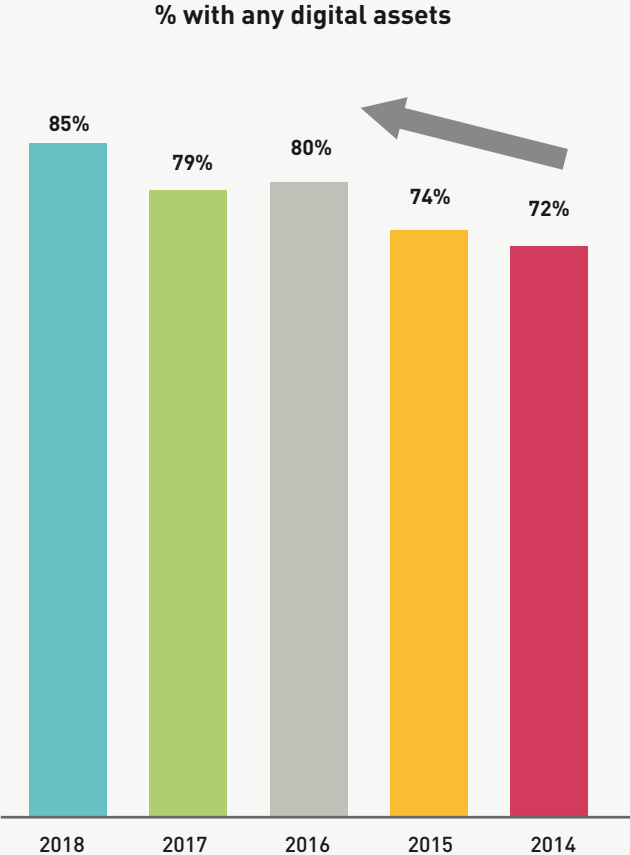
Base: 1,000, all SMEs



SA1.5 Chapter 2 – SME attitudes to digital

Which of the following does your business have?

Base: All SMEs: 2018, 1,000; 2017, 1,000; 2016, 1,003; 2015, 1,009; 2014, 501.

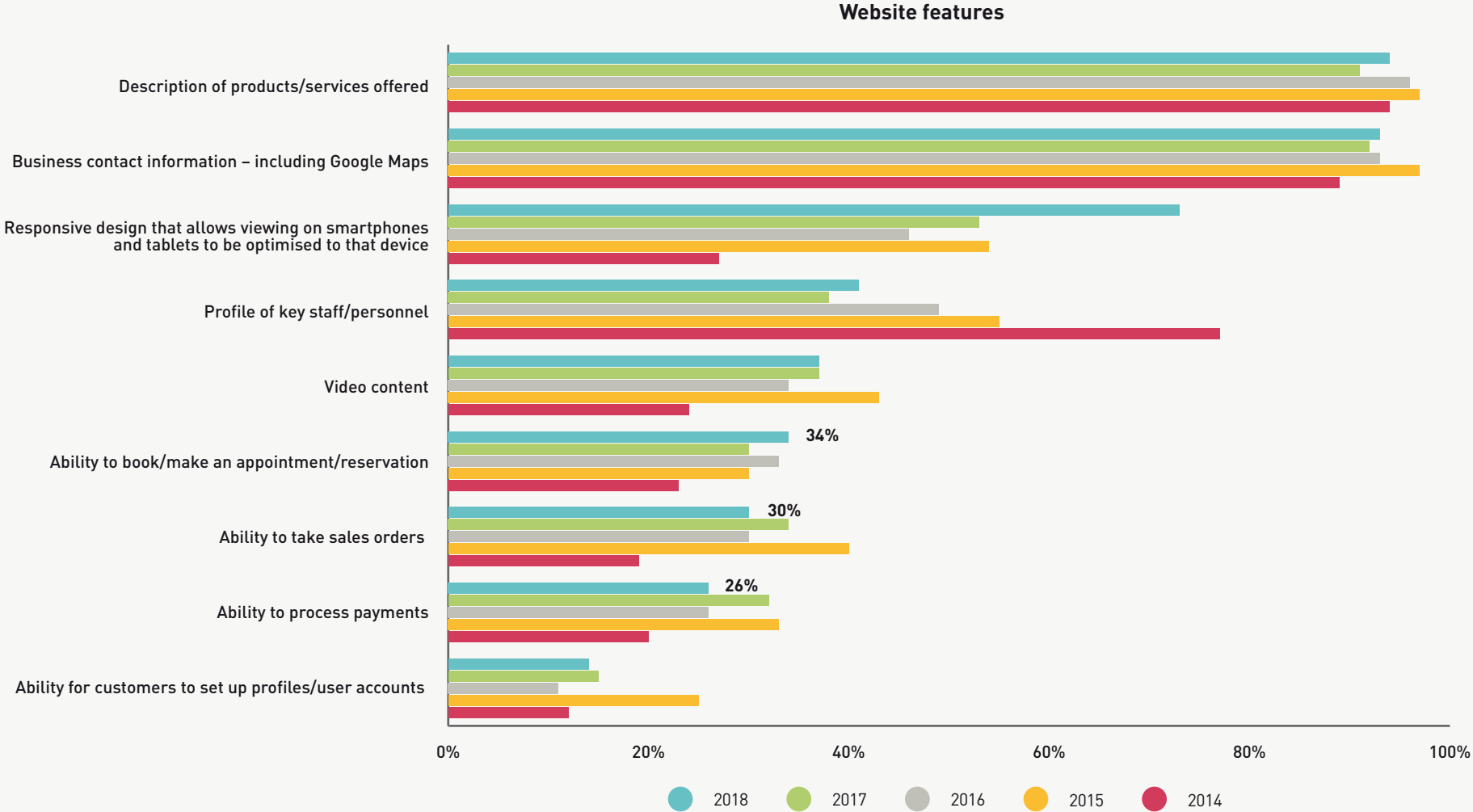


SA 1. REPORT GRAPHS [CONTINUED]

SA1.6 Chapter 2 – SME attitudes to digital

Considering your business website, which of the following does your website have?

Base: 723, all SMEs with a website

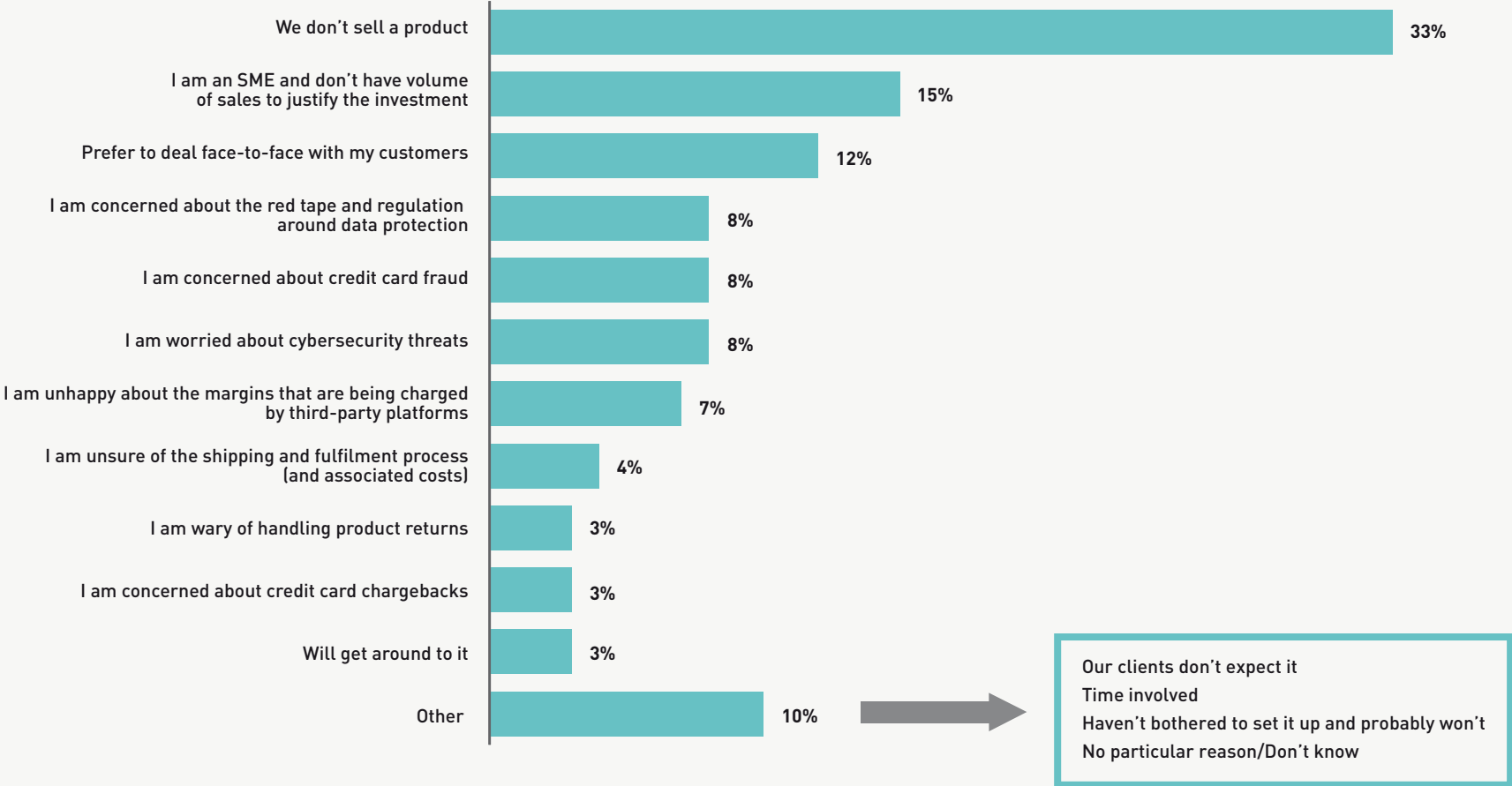


SA 1. REPORT GRAPHS [CONTINUED]

SA1.7 Chapter 2 – SME attitudes to digital

Why does your website not have e-commerce capabilities?

Base: 654, all SMEs with a website but no website e-commerce capabilities

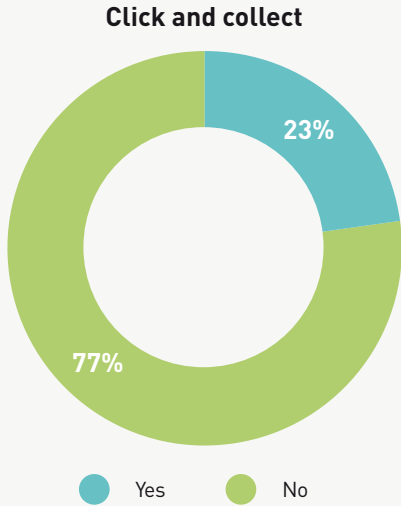
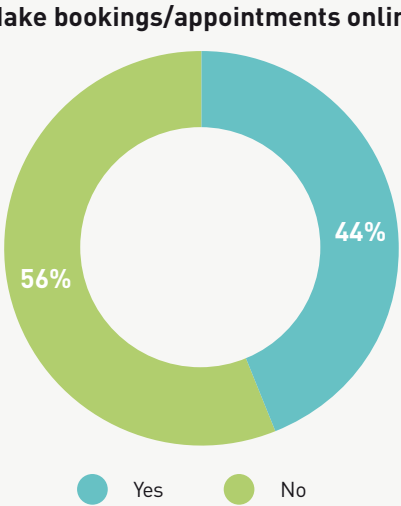
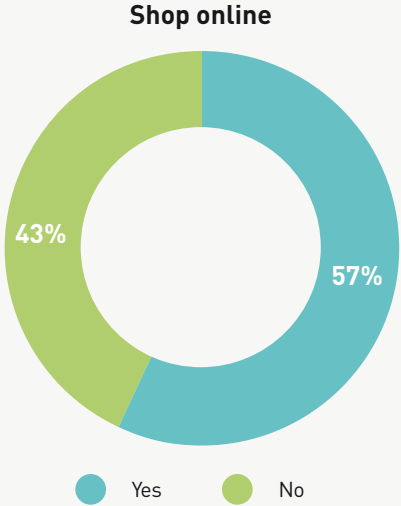
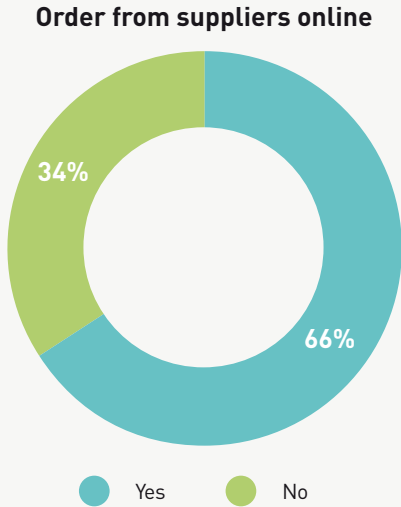
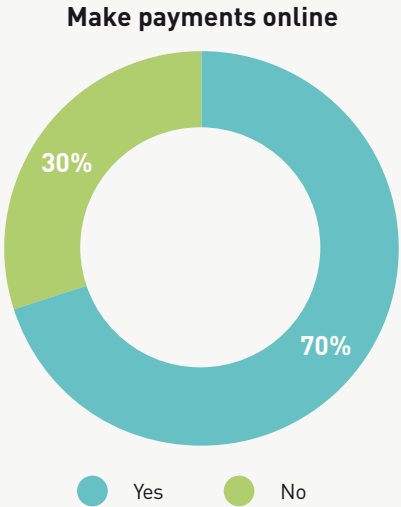
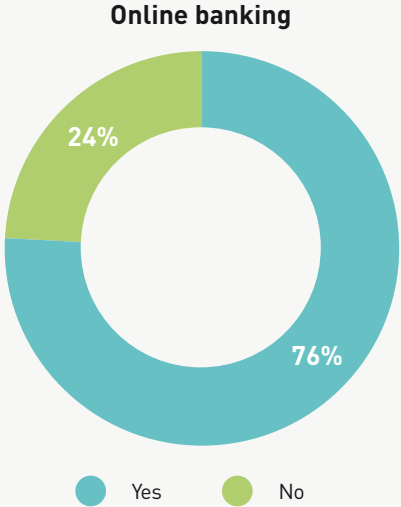


SA 1. REPORT GRAPHS [CONTINUED]

SA1.8 Chapter 2 – SME attitudes to digital

In your business role, do you do any of the following?

Base: 1,000, all SMEs

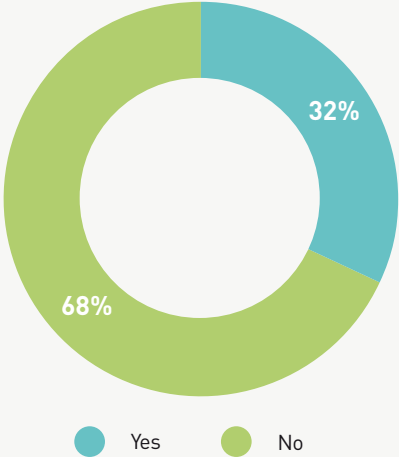


SA 1. REPORT GRAPHS [CONTINUED]

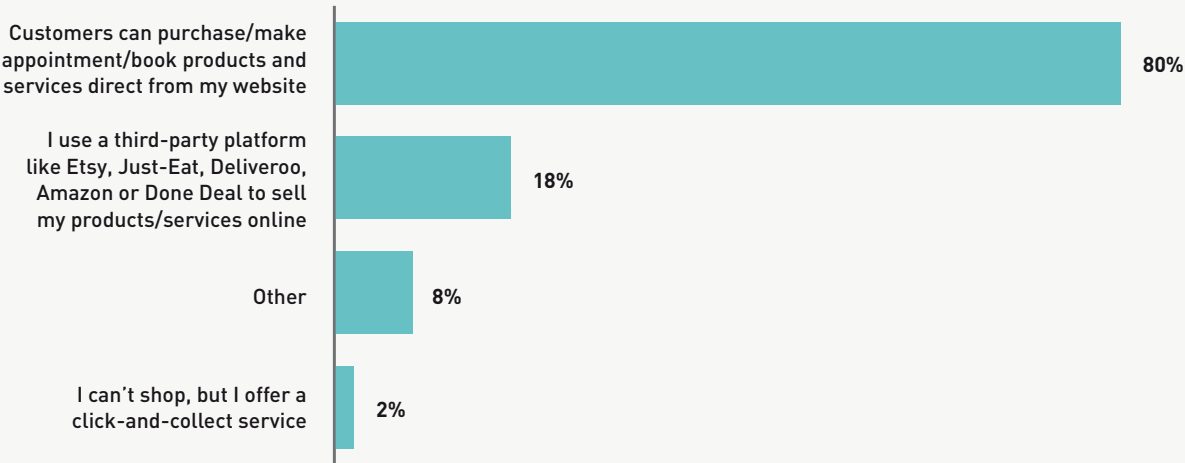
SA1.9 Chapter 2 – SME attitudes to digital

Can consumers purchase your products online/make appointments online/book your services online?

Base: 1,000, all SMEs



Base: 321, SMEs who provide online purchasing and bookings to their customers

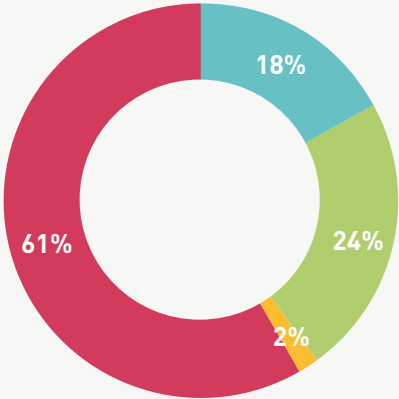


SA 1. REPORT GRAPHS [CONTINUED]

SA1.10 Chapter 2 – SME attitudes to digital

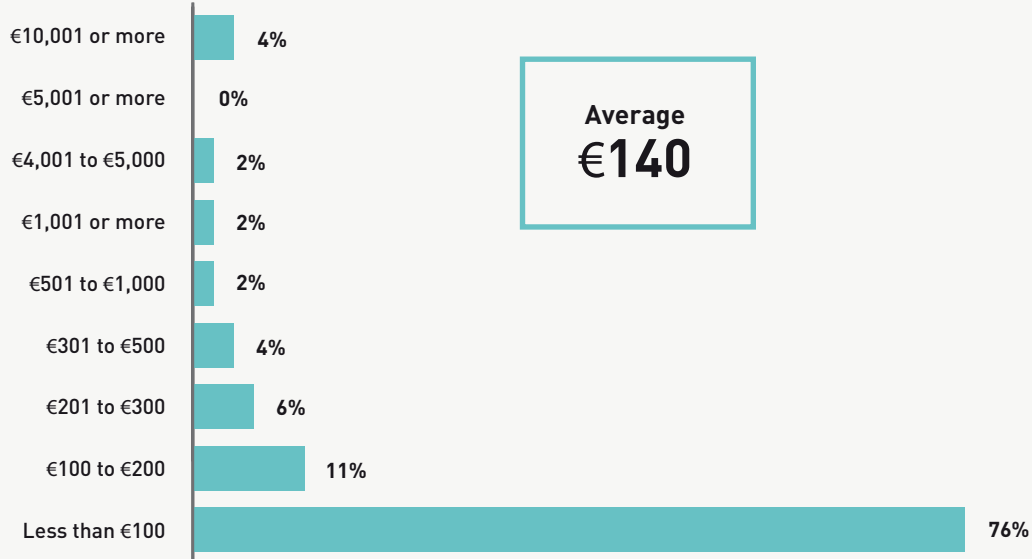
Do you promote your services online and how? / What is the average cost of online promotion per month?

Base: 1,000, all SMEs



- I do not promote my services online
- Yes, through search engine optimisation (SEO)
- Yes, through paid advertising on other websites and social media
- Other

Base: 395, all who promote services online



SA 1. REPORT GRAPHS [CONTINUED]

SA1.11 Chapter 2 – SME attitudes to digital

How much are you currently spending on digital skills training?

Base: 1,000, all SMEs

Currently spending €167 on digital skills training



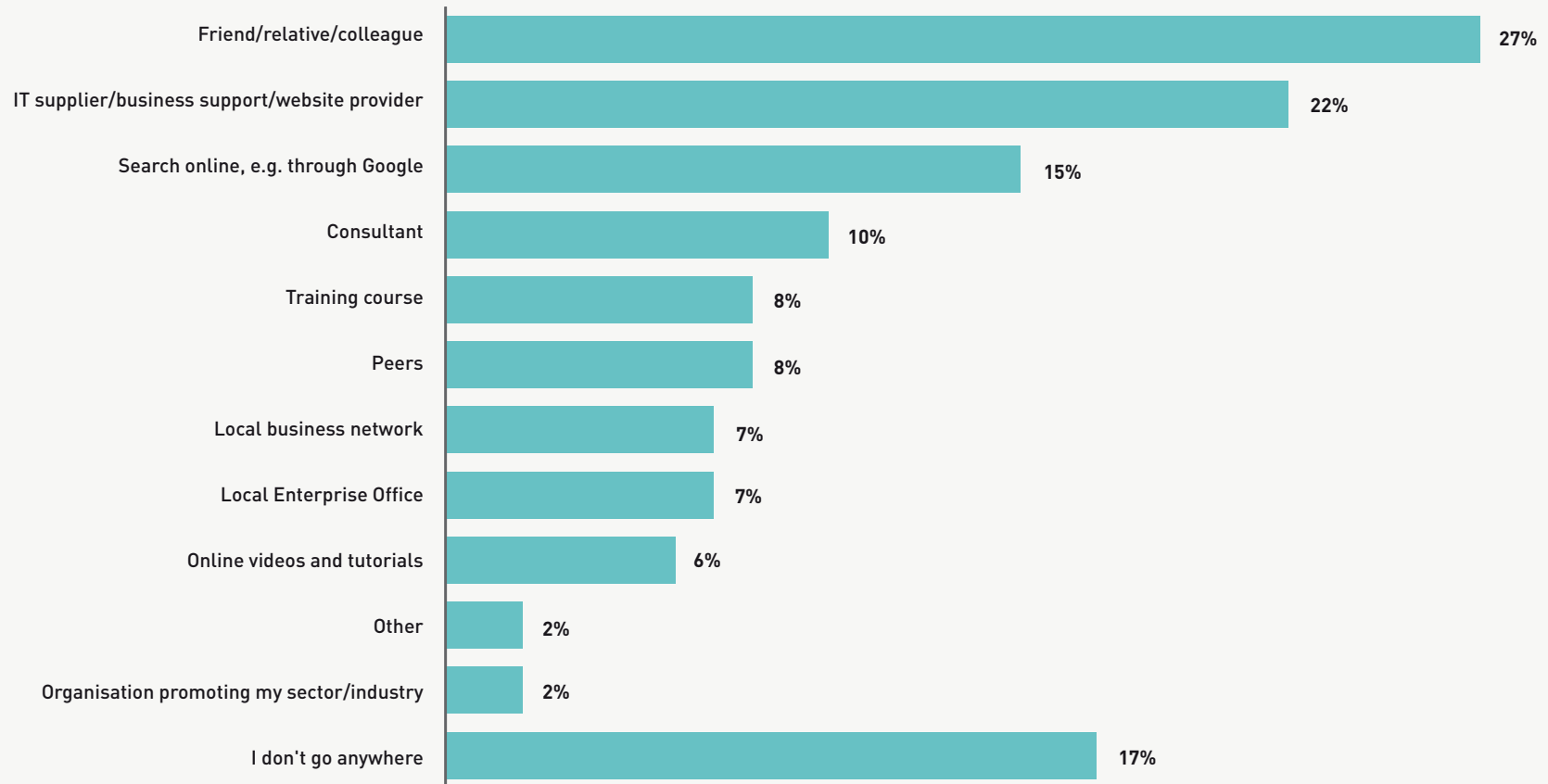
Employee Size	
1-2	€106
3-5	€177
6-10	€258
11-20	€319
21+	€1,250

SA 1. REPORT GRAPHS [CONTINUED]

SA1.12 Chapter 2 – SME attitudes to digital

Where do you get help and advice on digital skills?

Base: 1,000, all SMEs

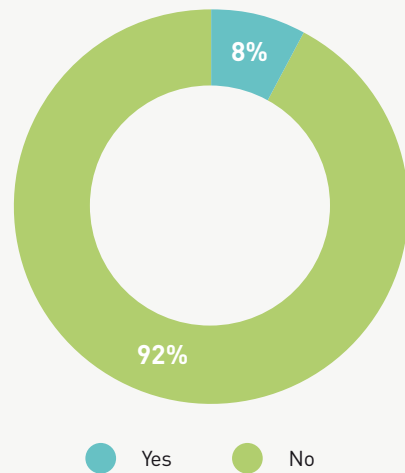


SA 1. REPORT GRAPHS [CONTINUED]

SA1.13 Chapter 2 – SME attitudes to digital

Have you availed of any official business or government initiative to support you with digital or e-commerce – like the Local Enterprise Office Trading Online Voucher Scheme or the Retail Excellence Ireland digital training workshops – over the past 12 months?

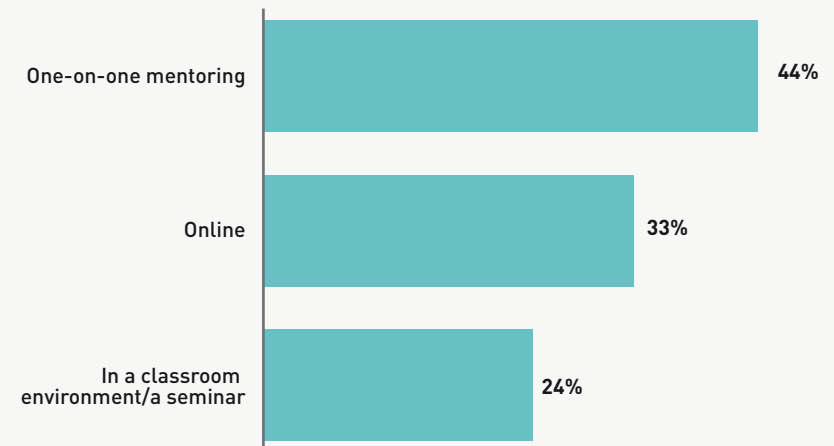
Base: 1,000, all SMEs



SA1.14 Chapter 2 – SME attitudes to digital

How would you prefer to receive digital or e-commerce supports?

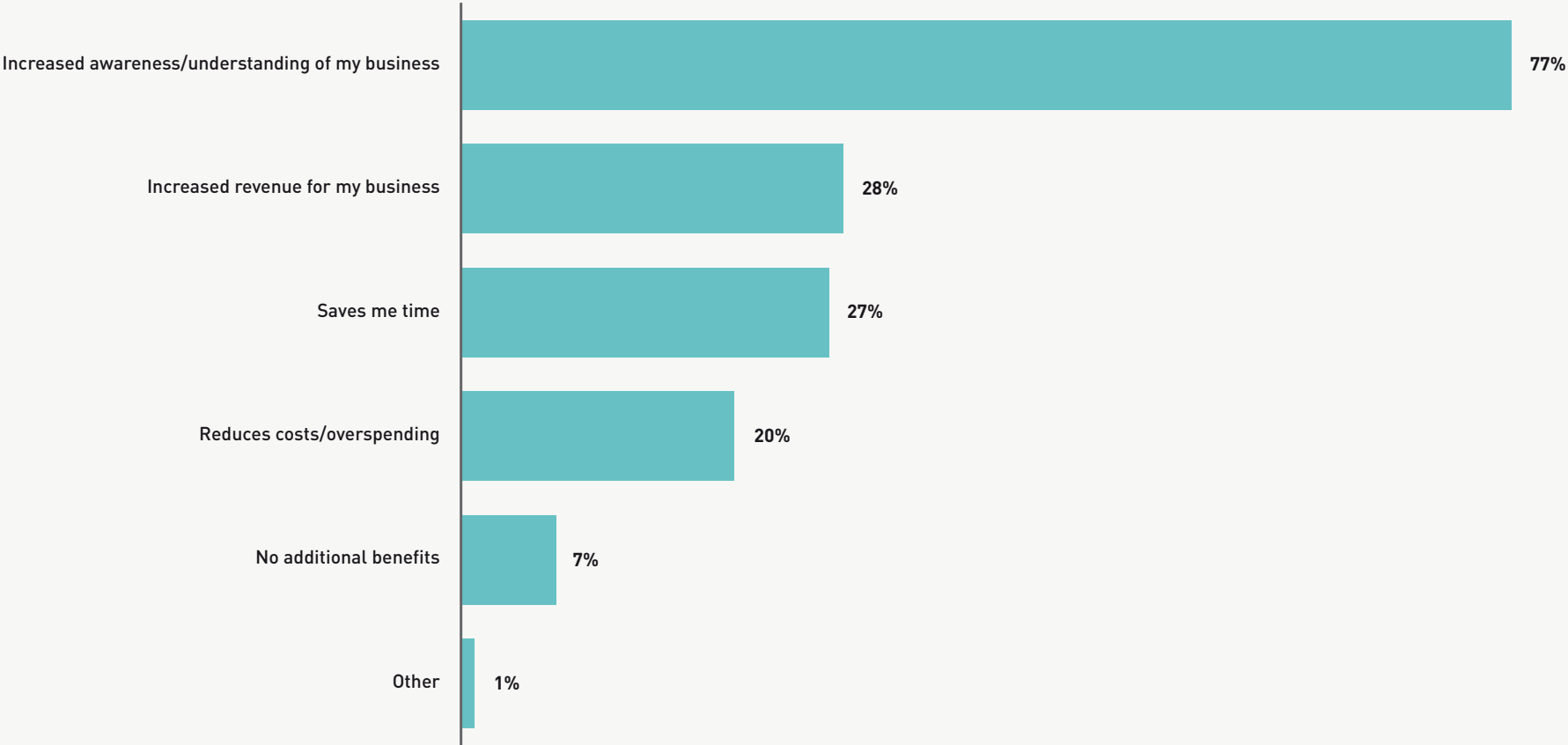
Base: 1,000, all SMEs



SA1.15 Chapter 3 – The benefits of an online presence

What do you feel are the biggest benefits to being online and digitally savvy?

Base: 846, all SMEs with any digital assets

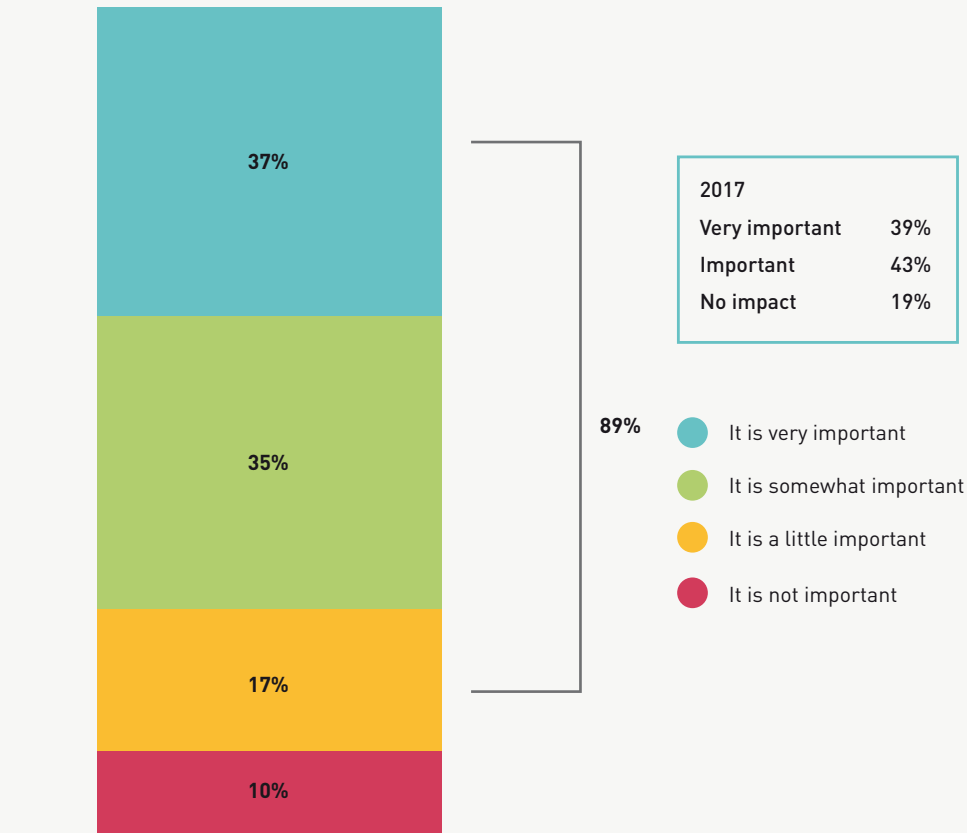


SA 1. REPORT GRAPHS [CONTINUED]

SA1.16 Chapter 3 – The benefits of an online presence

What role does your website play in bringing in new business/sales?

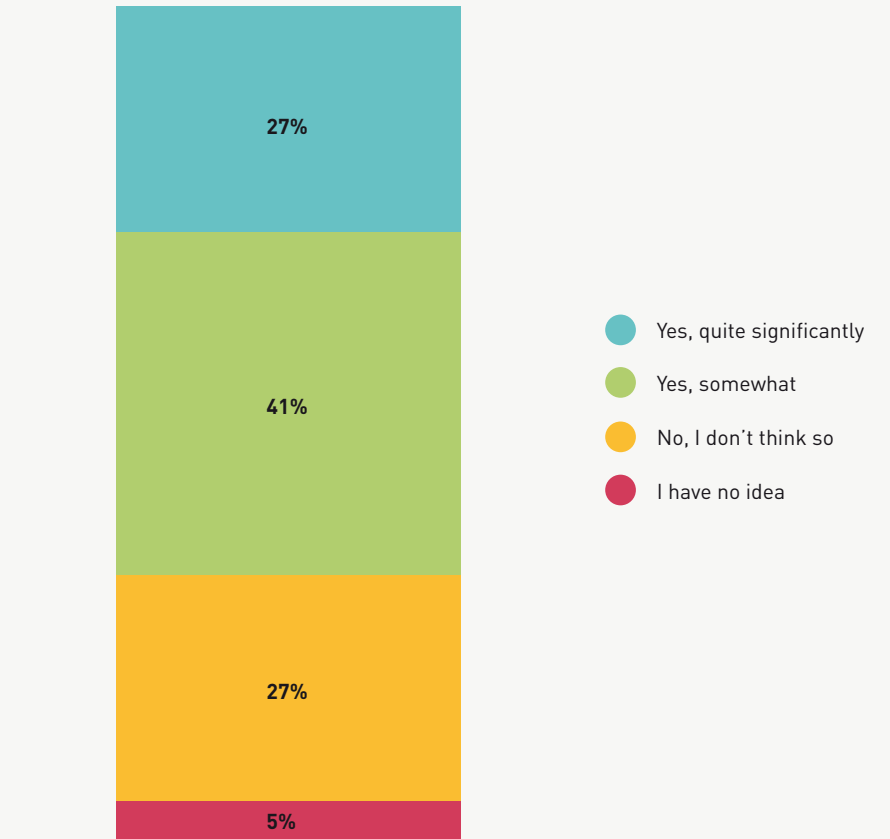
Base: 723, all SMEs with a website



SA1.17 Chapter 3 – The benefits of an online presence

Do you believe your website contributes to your offline or face-to-face sales?

Base: 723, all SMEs with a website

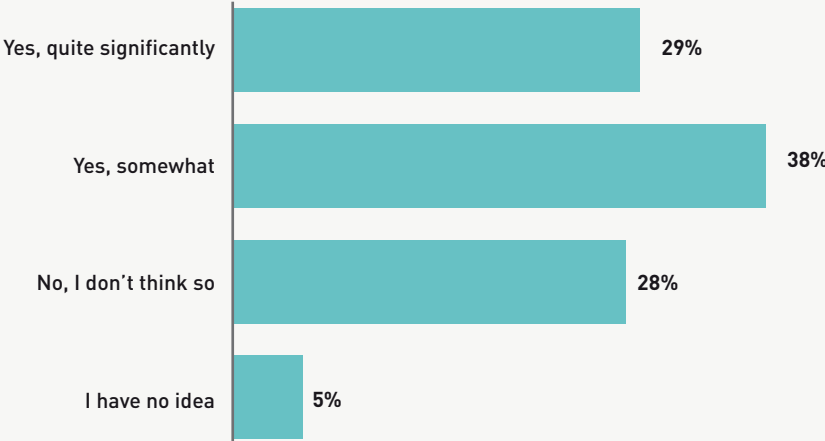


SA 1. REPORT GRAPHS [CONTINUED]

SA1.18 Chapter 3 – The benefits of an online presence

Do you believe that your social media profiles contribute to your offline or face-to-face sales?

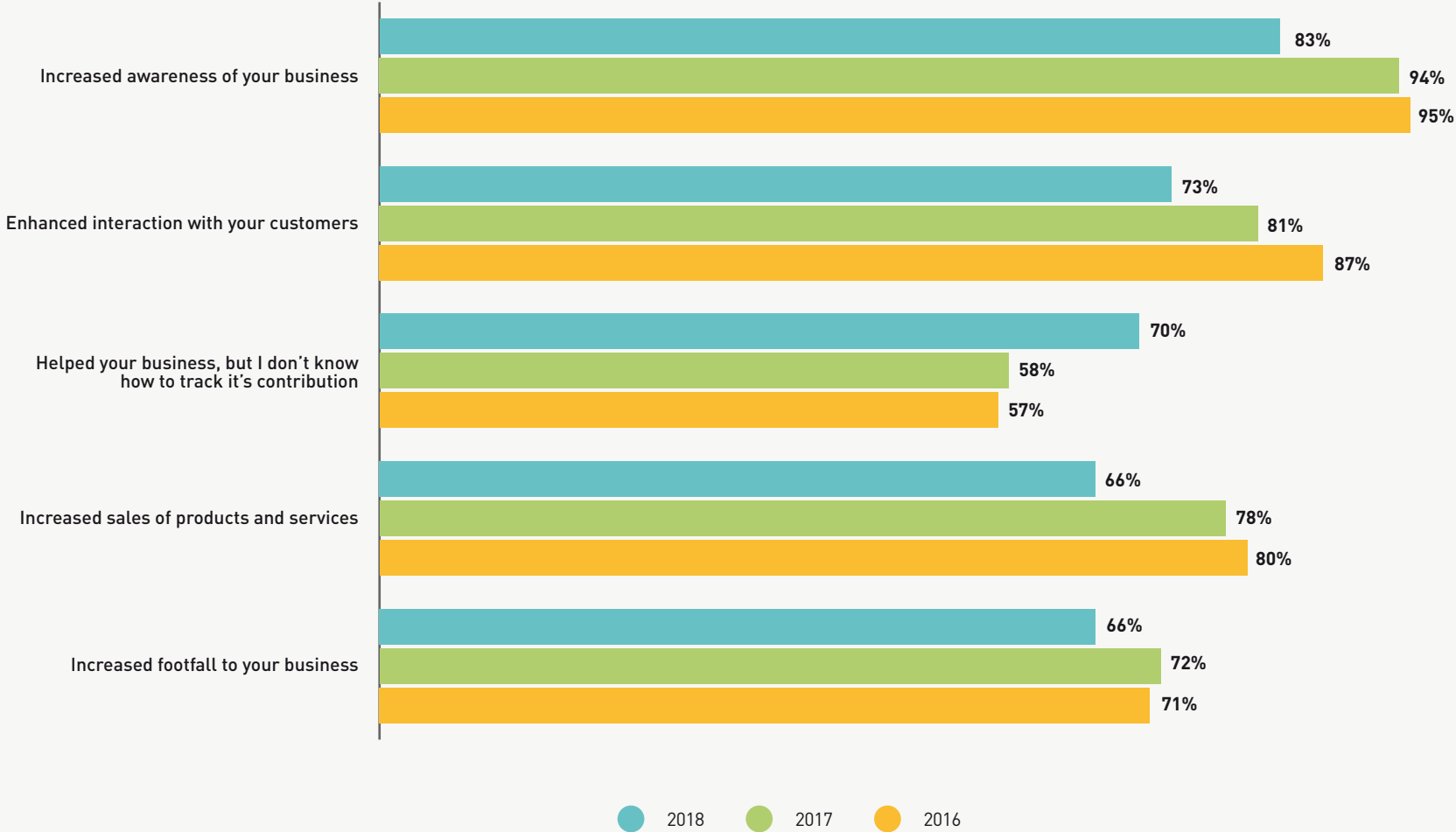
Base: 603, all SMEs with a social media presence



SA1.19 Chapter 3 – The benefits of an online presence

Has social media...

Base: 603, all SMEs with a social media presence

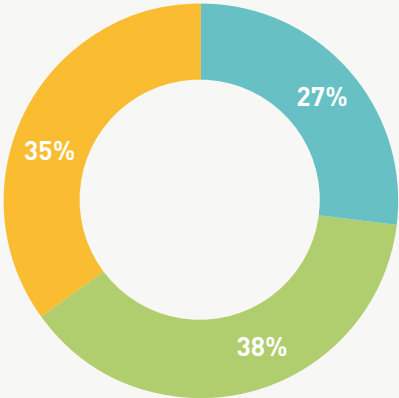


SA 1. REPORT GRAPHS [CONTINUED]

SA1.20 Chapter 3 – The benefits of an online presence

How important is social media in relation to your website?

Base: 488, all SMEs with a social media presence and a website



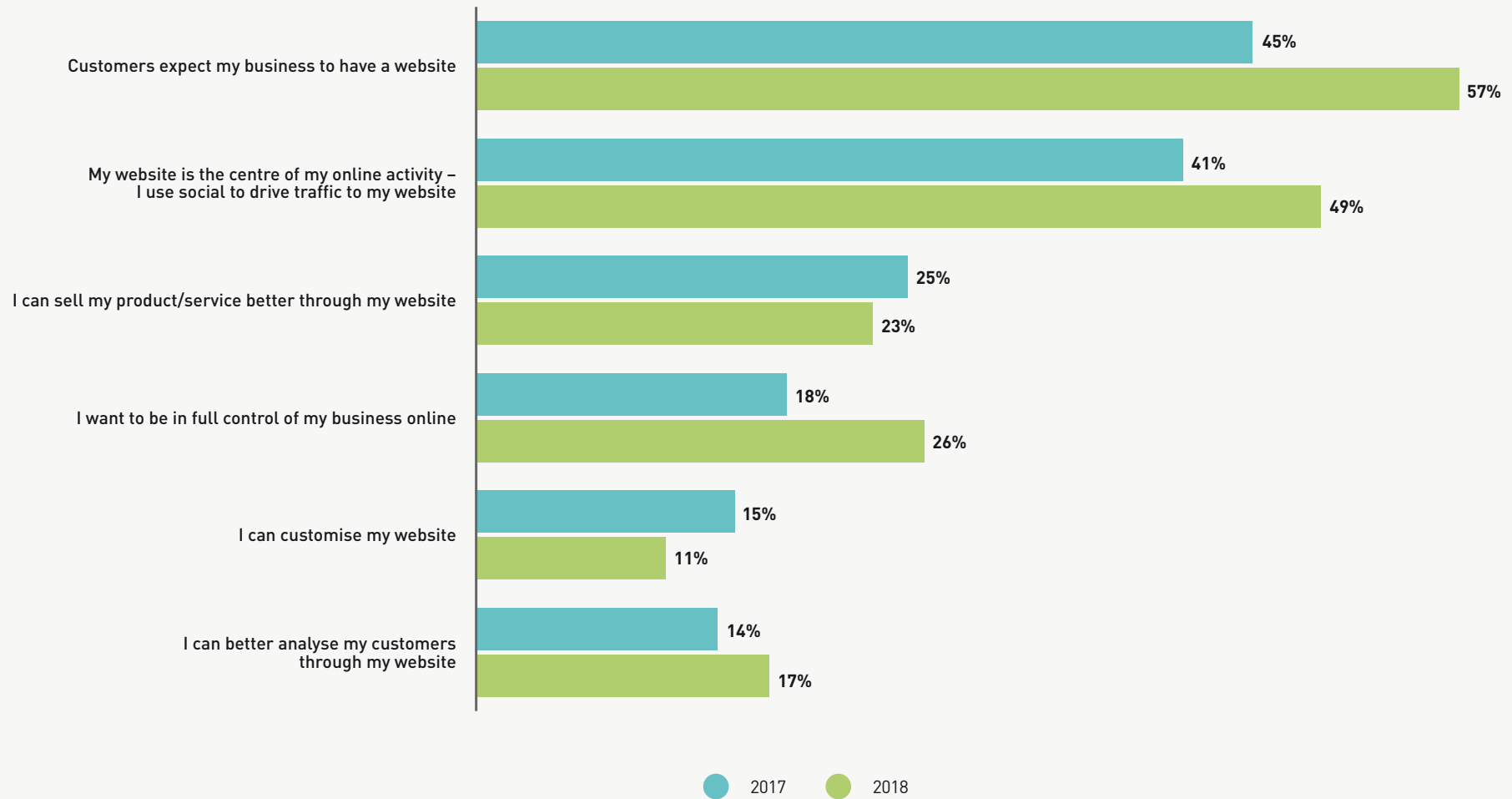
- Social media is more important than my website
- Social media is equally important as my website
- Social media is less important than my website

SA 1. REPORT GRAPHS [CONTINUED]

SA1.21 Chapter 3 – The benefits of an online presence

Why is your website more important than your social media pages?

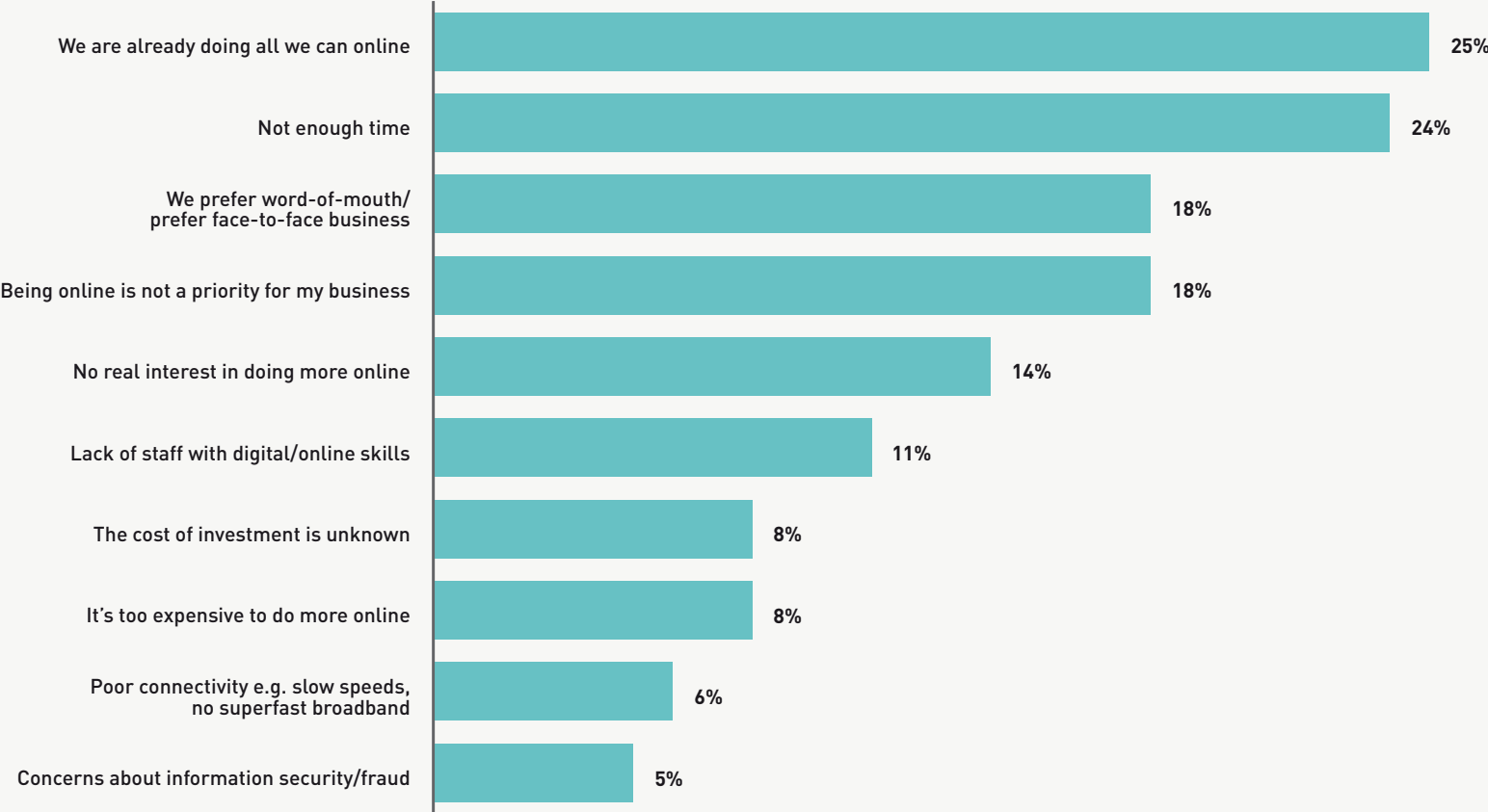
Base: 171, all SMEs that said social media is less important than their website



SA1.22 Chapter 4 – The barriers to doing more online

Which of the following barriers are preventing you from doing more online?

Base: 1,000, all SMEs

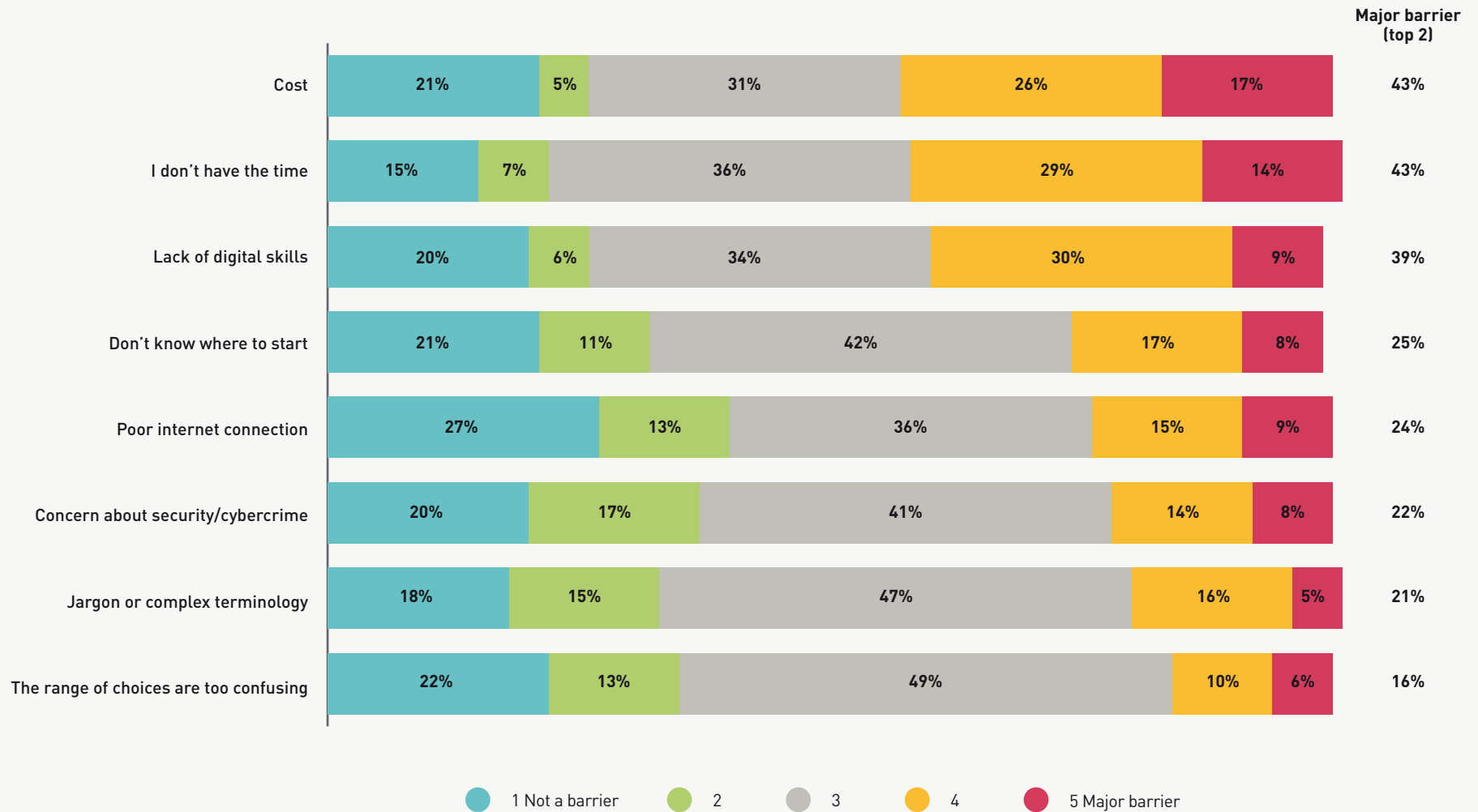


SA 1. REPORT GRAPHS [CONTINUED]

SA1.23 Chapter 4 – The barriers to doing more online

Using a scale of 1-5 where 1 is not a barrier and 5 is a major barrier, please rate each of the following statements on whether you believe them to be a barrier towards your business going online.

Base: 154, all SMEs with no digital assets

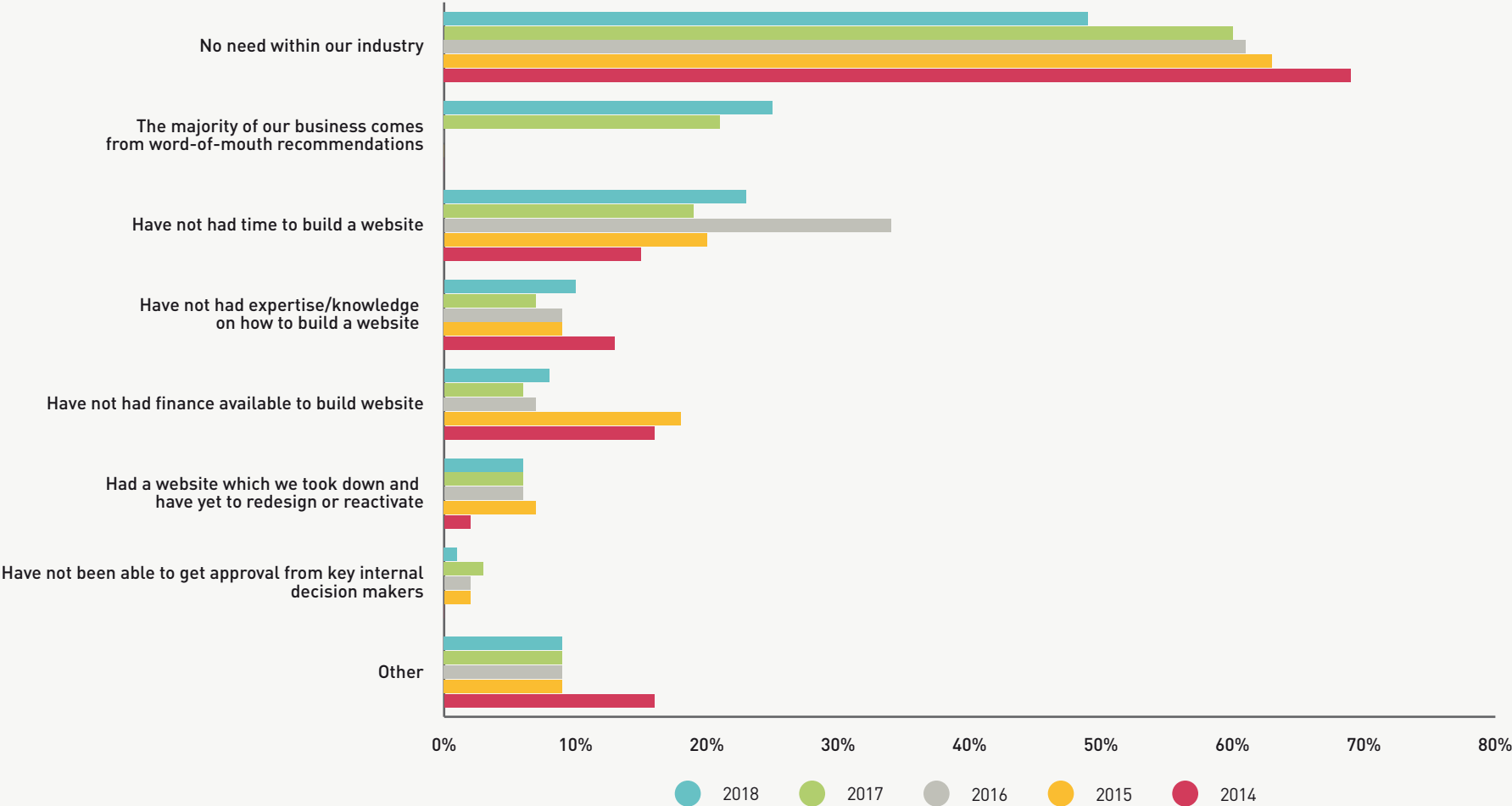


SA 1. REPORT GRAPHS [CONTINUED]

SA1.24 Chapter 4 – The barriers to doing more online

What are the main reasons your business does not have an active website?

Base: 280, all SMEs with no website

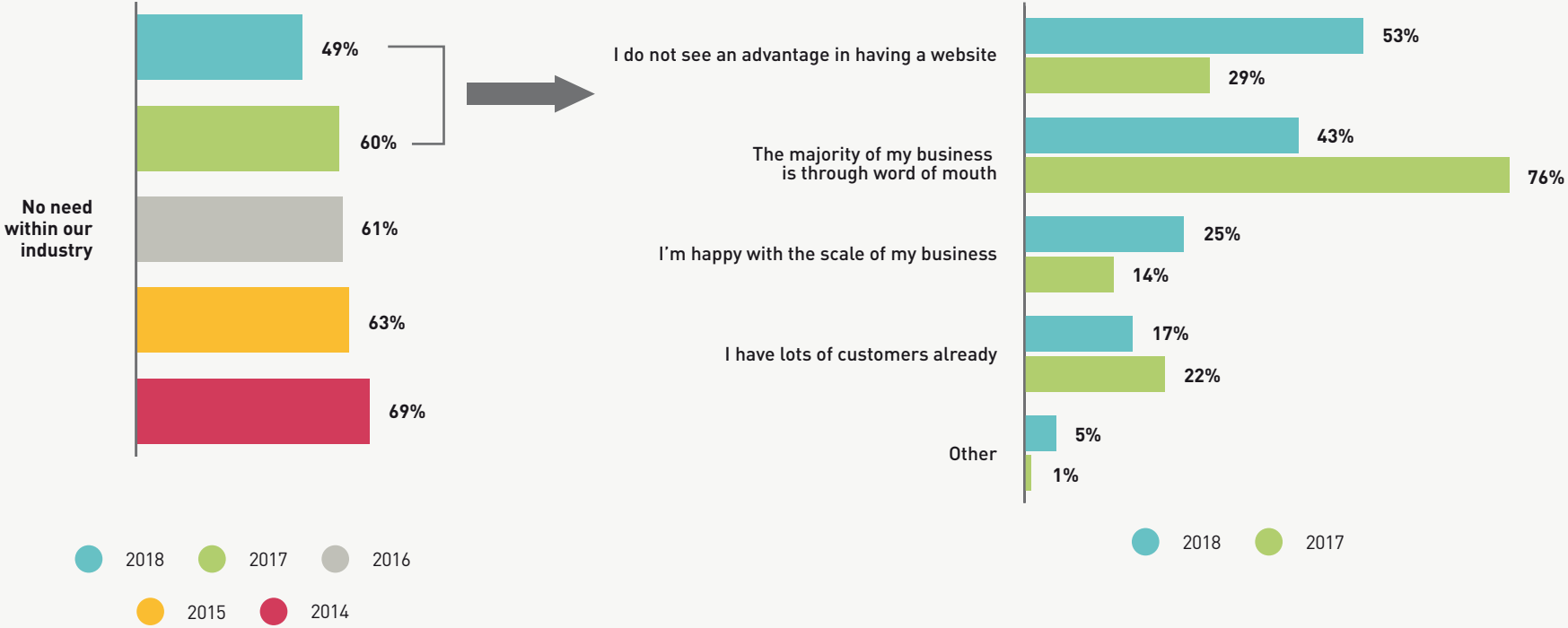


SA 1. REPORT GRAPHS [CONTINUED]

SA1.25 Chapter 4 – The barriers to doing more online

Why is there no need to have a website within your industry?

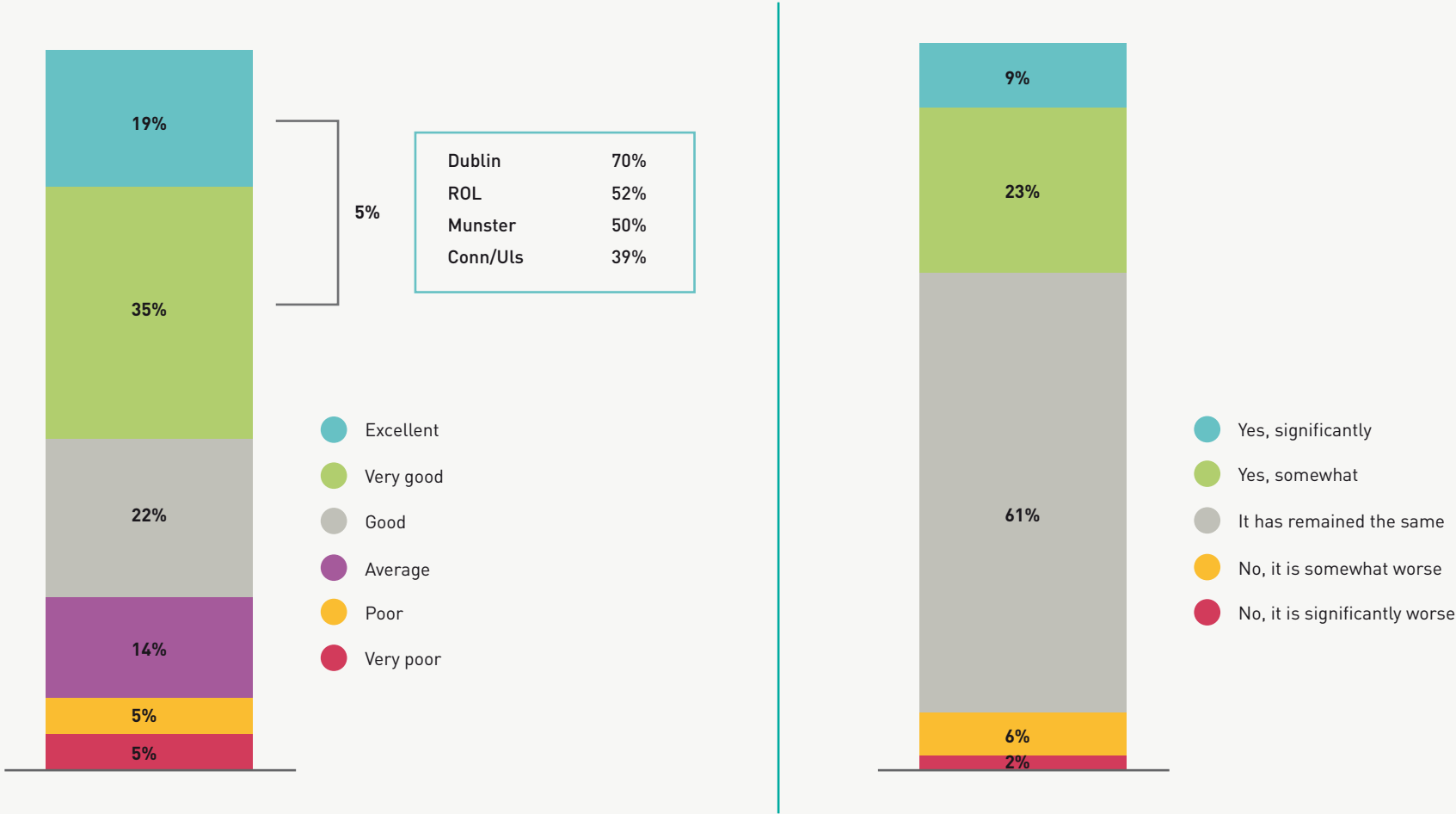
Base: 137, all SMEs with no website that say there is no need to have one in their industry



SA1.26 Chapter 4 – The barriers to doing more online

Using the following scale, rate the speed and reliability of internet infrastructure in your area/Do you believe that the speed and reliability of internet infrastructure in your area has improved in the last 12 months?

Base: 1,000, all SMEs



SA 2. Historical Index scores

From 2014-2017, the SME Digital Health Index surveyed 1,000 SMEs in two waves of research (500 SMEs in each) over the course of a year. In 2018, the SME Digital Health Index switched to an annual survey format. As such, 1,000 SMEs were surveyed in a single wave of research.

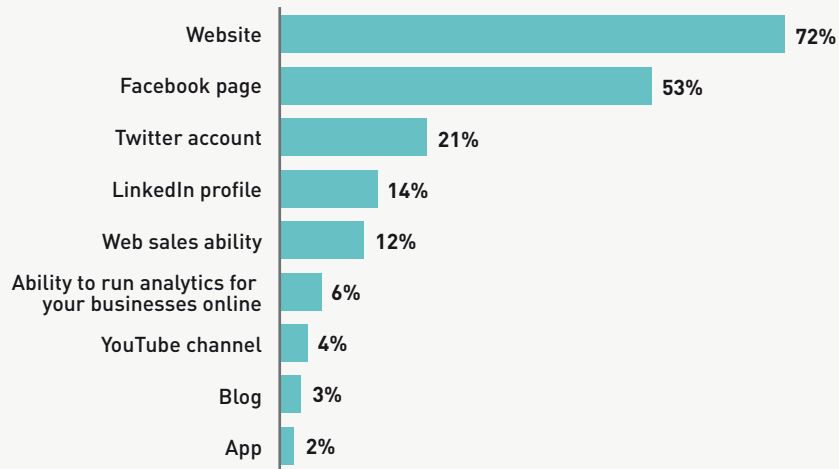
To allow for direct comparison with 2018 results, we have combined the previous years' scores from two research waves, to provide an overall index score for each earlier year. Please refer to individual 2014-2017 reports for separate wave scores.

Year	Overall SME Digital Health Index score	Digital assets sub-index	Quality of digital assets sub-index
2018	44.43	20.77	67.94
2017	47.18	23.44	70.36
2016	43.65	21.40	65.40
2015	42.52	20.12	63.25
2014	37.40	13.03	61.70

SA 3. Digital assets sub-index construction

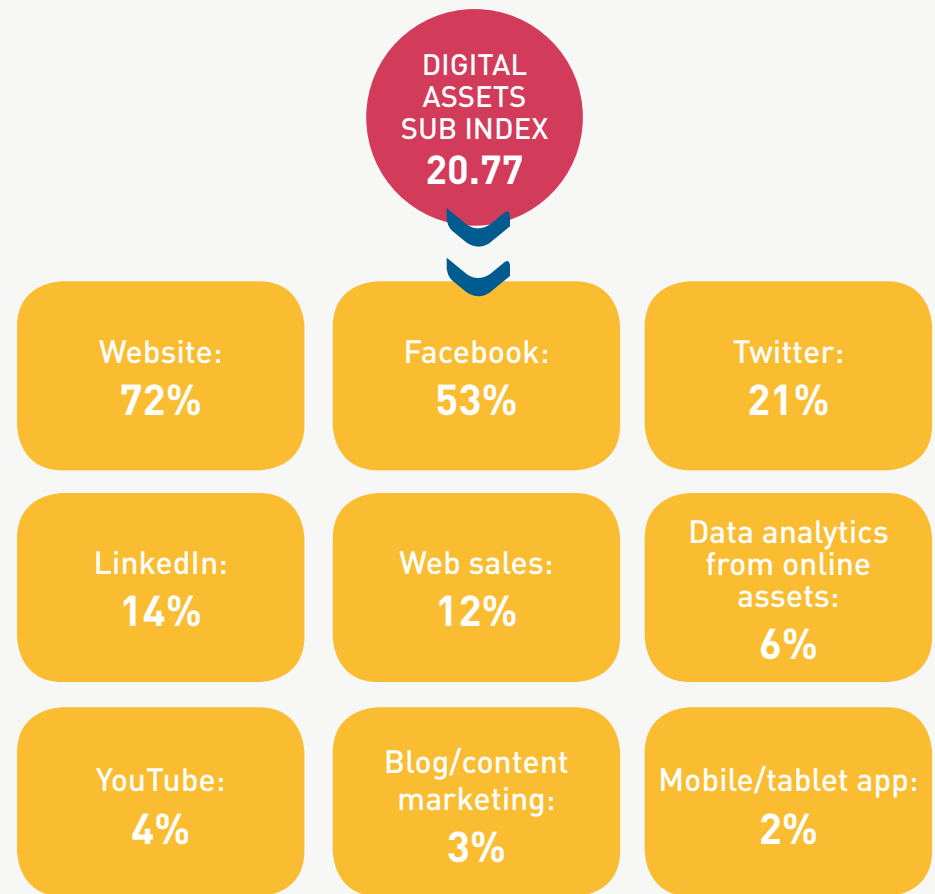
SA3.1 Nine digital assets contribute to the sub-index

Base: 1,000, all SMEs



Digital Assets Sub Index: 20.77
Average ownership incidence across all 9 assets

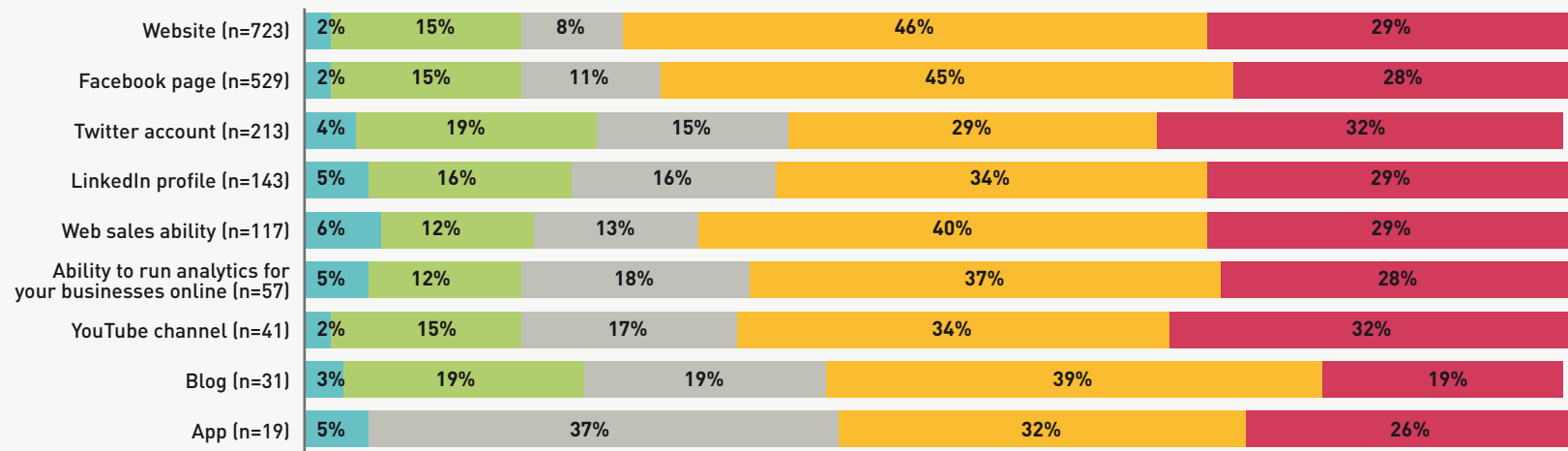
SA3.2 Construction of the digital assets sub-index



SA 4. Quality of digital assets sub-index construction

SA4.1 Perceived quality of nine digital assets contribute to the sub-index

Base: 1,000, all SMEs



- Our competitors are much stronger than our business
- Our competitors are somewhat stronger than our business
- Our business performs about the same as our competitors
- Our business is somewhat stronger than our competitors
- Our business is much stronger than our competitors

Quality of Digital Assets Sub Index: 67.94
 Mean score for each converted to a 0-100 index score across all 9 assets.

SA 4. QUALITY OF DIGITAL ASSETS SUB-INDEX CONSTRUCTION [CONTINUED]

SA4.2 Construction of the quality of digital assets sub-index





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