

SME Digital Health Index 2018

Regional factsheet – Munster



IE Domain Registry

MUNSTER DIGITAL SKILLS ASSESSMENT

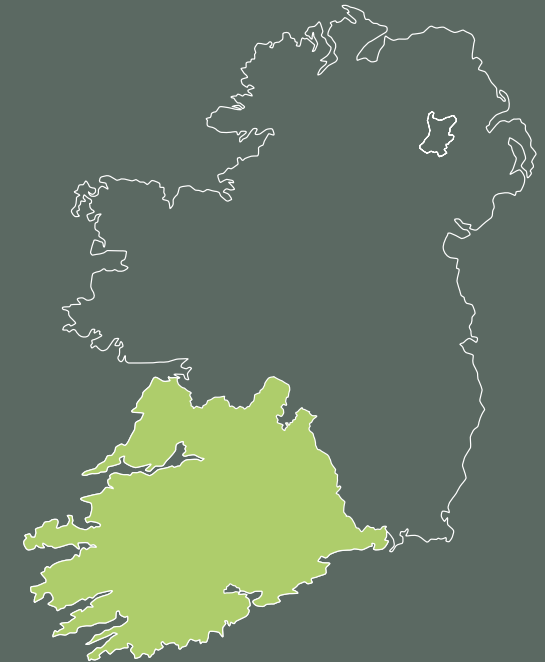
AVERAGE GRADE
COMMUNICATING



AVERAGE GRADE
TRANSACTIONING



AVERAGE GRADE
BOOSTING



MUNSTER KEY FACTS

66%

of Munster SMEs have a website

vs 72% national average

30%

of Munster SMEs allow consumers to purchase their products, make appointments, or book a service or reservation online

vs 32% national average

65%

of Munster SMEs believe that their website contributes to their offline or face-to-face sales

vs 68% national average

18 jobs

a year, on average, are generated by Munster SMEs through their website, worth €889 each

vs Dublin average of 48 jobs worth €1,220 each

27%

of Munster SMEs owners prefer to go to a friend, relative or colleague for digital skills advice

in line with the national average