



CONNACHT-ULSTER (ROI) DIGITAL HEALTH ASSESSMENT

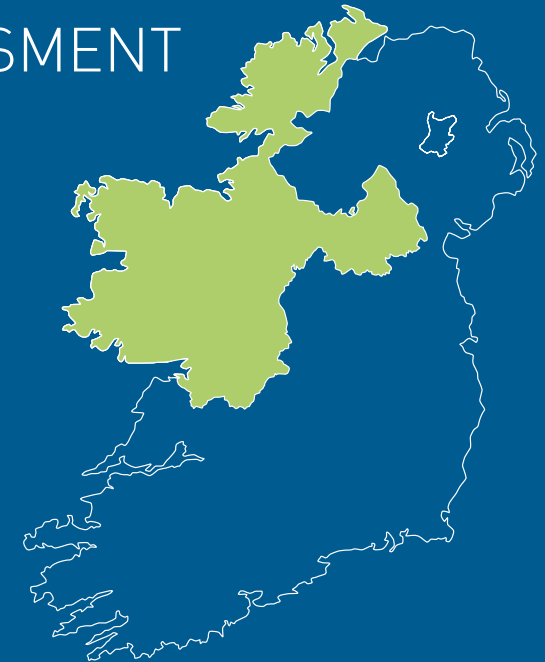
AVERAGE GRADE
COMMUNICATING



AVERAGE GRADE
TRANSACTIONING



AVERAGE GRADE
BOOSTING



CONNACHT-ULSTER (ROI) KEY FACTS

66%

of Connacht-Ulster SMEs have a website

3% below the national average

73%

of Connacht-Ulster SMEs say their website contributes to their offline, face-to-face sales

in line with national average

65%

of Connacht-Ulster SMEs do not believe that the Government can deliver the National Broadband Plan in its current form

21 jobs

a year, on average, are generated by Connacht-Ulster SMEs through their websites, worth €526 each

vs Dublin average of 51 jobs worth €745 each

39%

of Connacht-Ulster consumers intend to shop in-store or online on Black Friday and Cyber Monday

but only 13% of Connacht-Ulster SMEs say they will offer Black Friday or Cyber Monday deals