

# SME Digital Health Index 2019

## Regional factsheet – Leinster (excluding Dublin)



IE Domain Registry

### LEINSTER DIGITAL HEALTH ASSESSMENT

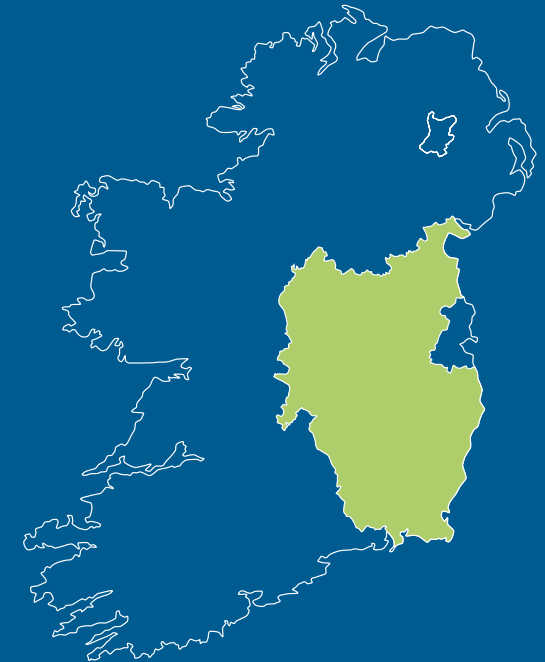
AVERAGE GRADE  
COMMUNICATING



AVERAGE GRADE  
TRANSACTIONING



AVERAGE GRADE  
BOOSTING



### LEINSTER KEY FACTS

**69%**

of Leinster SMEs have a website

in line with the national average

**73%**

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

in line with the national average

**67%**

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

**37 jobs**

a year, on average, are generated by Leinster SMEs through their websites, worth €712 each

vs Dublin average of 51 jobs worth €745 each

**42%**

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

but only 12% of Leinster SMEs say they will offer Black Friday or Cyber Monday deals