

# SME Digital Health Index 2018

## Regional factsheet – Connacht



IE Domain Registry

### CONNACHT DIGITAL SKILLS ASSESSMENT

AVERAGE GRADE  
COMMUNICATING



AVERAGE GRADE  
TRANSACTIONING



AVERAGE GRADE  
BOOSTING



### CONNACHT KEY FACTS

**77%**

of Connacht SMEs have a website

vs 72% national average

**32%**

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

in line with national average

**73%**

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

vs 68% national average

**27 jobs**

a year, on average, are generated by Connacht and Ulster SMEs through their website, worth €954 each

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

**27%**

of Connacht SME owners prefer to go to an IT supplier, business support or website provider for digital skills advice

on average, Irish SMEs prefer to go to a friend, family or colleague for digital skills advice (27% compared to 22% for IT suppliers)