

# SME Digital Health Index 2018

## Regional factsheet - Dublin



IE Domain Registry

### DUBLIN DIGITAL SKILLS ASSESSMENT

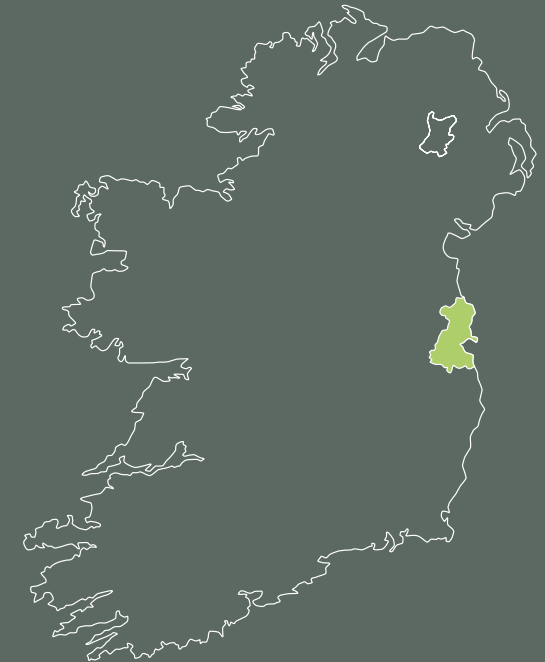
AVERAGE GRADE  
COMMUNICATING



AVERAGE GRADE  
TRANSACTIONING



AVERAGE GRADE  
BOOSTING



### DUBLIN KEY FACTS

**77%**

of Dublin SMEs have a website

vs 72% national average

**34%**

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

vs 32% national average

**67%**

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

vs 68% national average

**48 jobs**

a year, on average, are generated by Dublin SMEs through their website, worth €1,220 each

vs national average of 31 jobs worth €831 each

**25%**

of Dublin SME owners prefer to go to a friend, relative or colleague for digital skills advice

vs 27% national average