

HTA Member Benchmarking Platform

USER GUIDE 2025

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Introduction to the HTA Member Benchmarking Platform

The new HTA Member Benchmarking Platform is designed to be a **singular platform for all the HTA's manual benchmarking surveys** and their corresponding business and benchmarking comparison reports.

The platform will launch with Retail Sales, Weekly Retail Sales and Grower Sales benchmarking in early 2025 before being further augmented, in the short-term, by Wages, Business Financials and Grower Inputs benchmarking and, in the long-term, additional topics deemed relevant.

The platform will be hosted online and accessible via direct URL or the HTA website. Log-in is managed via the HTA's 'single sign-on' infrastructure, meaning your credentials for this platform will be the same as other HTA websites such as hta.org.uk or the Member Store. This document is **intended as a guide for new users** to onboard, navigate and use the platform – if you require further assistance, please contact:

marketinfo@hta.org.uk

The screenshots used to illustrate logging data and viewing reports in this guide are primarily based on the 'Retail Sales' and 'Grower Sales' benchmarking studies.

Please note that while the form and reporting components may change depending on the benchmarking study, the steps for accessing each part remain consistent.

Furthermore, all data used in the screenshots below is test data for illustrative purposes only.



Initial Set-Up

All businesses will need to 'onboard' themselves prior to accessing the platform to confirm relevant 'static' information about the business that won't change at regular intervals (i.e. primary business activity, region etc.). Onboarding will take place the first time a user from a given business logs-in, and this user will become the 'Member Admin' user for that business. Any subsequent logins linked to the business will not require the onboarding questions to be completed.

'MEMBER ADMIN' USER

The 'Member Admin' user will be the first user from a given business to log-in **by default**. They are responsible for onboarding the business to the platform and managing other users' permissions to access the benchmarking studies and data on the platform, and as such we would recommend that they are suitably senior individuals within the business. By default, the person HTA has listed as the 'Primary Contact' in our database will be given permission to access the HTA Member Benchmarking Platform. Any other persons will not have access to HTA Member Benchmarking as standard and will need to request access permission via the form on the HTA website here:

hta.org.uk/benchmarking or by contacting marketinfo@hta.org.uk.





Note: as many users at a business as necessary can be granted access to the HTA Member Benchmarking Platform, and the Member Admin user can manage their Edit/View permissions (see Organisation section of this User Guide) to access only the appropriate benchmarking studies.

LOGIN

On accessing the platform, users will be presented with the platform log-in screen.



If the user is currently logged out of the HTA single sign-on environment (i.e. the login area linked to the hta.org.uk website, the Member Store, and the Member Benchmarking platform), pressing the 'Login' button will redirect the user to the HTA's single sign-on log-in, where they can enter their credentials and 'Sign in' to proceed.

LOBII	
If this is your first time visiting the new login p web account with the HTA, please follow the I If you have already re-set your password on normal. If you do not have a web account w using the Request Access	page and you already have a Forgotten Password process. this system, please login as ith the HTA, please register process.
Email	
Password	8
1.0230010	

If the user does not currently have a HTA website login, they will first need to click 'Request Access' for this to be setup. Once this is setup, the user will be notified and asked to set their password.

If the user is currently logged in to the HTA single sign-on environment, then they will proceed automatically to the 'Onboarding' pages (if they are the first user to login from their business, and therefore the 'Member Admin' user) or the home page (if onboarding has already been completed). If the user does not currently have the requisite permission to access the HTA Member Benchmarking Platform, the single sign-on will redirect them to an access denied error page.







O N B O A R D I N G

Onboarding is the process by which the 'Member Admin' user sets up their business on the platform. It is done only once at the point of first log-in associated with a business, with the answers saved in the platform to identify tailored comparison groups for benchmarking purposes (BIS/RDF/NBIS group membership will be fed directly from HTA records).

ONBOARDING QUESTIONS COVER:

- Your primary business activity (i.e. retailer, grower, landscaper etc.)
- Any secondary business activities
- Whether you wish to benchmark at a 'Head Office' or a 'Premise' level 'Head Office' if you're a single-site business; but if your business is multi-site, it is up to you whether you wish to benchmark each 'Premise' individually or collate the figures for all your sites together ('Head Office')
 - If you choose 'Premise' level, you will need to complete the onboarding questions for each 'Premise' separately (premise names will be pre-populated according to HTA data).
- Your region
- Your turnover category
- If you have a café/restaurant (retailers only
- The types of crops grown (growers only)
- The markets your crops are supplied to (growers only)
- Production area (growers only)

The answers provided to these questions will then add your business to comparison groups for benchmarking against other members who meet the same criteria.





Should any answers need changing in the future, please contact **marketinfo@hta.org.uk** and the team will change these for you.

Example Onboarding Screens

Business Information	ype		
		Business Information	
On record, the HTA has you listed as the following – ple update this for benchmark access to the relevant stur	ur business' primary activity ease confirm this is correct, or cing purposes to ensure you have dies.	Premises	
Retailer	~	Would you like your business to benchmark a or a Premise Level?	it a Head Of
Change primary business type		Head office level (i.e. all sites combined)	
Does your business operat activities? (please tick all t	te any additional business that apply)	Note: this only applies to Sales & Grower Inputs benchr Financial benchmarking will only be possible at a Head	marking; Wage Office level.
Grower	Retailer		
Landscaper	Garden Designer		
Professional Gardener	Manufacturer and Supplier	Back	Continu
This will allow us to make sure all are made available to you.	of the relevant benchmarking studies		
Back	Continue	Logout	



Business Information	
Premises	

Would you like your business to benchmark at a Head Office or a Premise Level?

Premise level (i.e. record figures and benchmark eac...

Note: this only applies to Sales & Grower Inputs benchmarking; Wages & Financial benchmarking will only be possible at a Head Office level.

V

 \sim

Which of the following business types does this business/site relate to?

-			-
Pm	m	CO	п
L IC		30	

Retailer	
Premise 2	
Retailer	

The final step of the onboarding process for all users is to read and accept the HTA's Terms of Use for the benchmarking platform. Usage of the platform without accepting the Terms of Use is prohibited.

TERMS OF USE

These terms and conditions ("Terms") govern the basis on which You (and Your employees and contractors) access and use the System (as defined below), which is permitted by virtue of Your membership of the HTA (as defined below) and they form part of the terms of such membership. In the event of a conflict between the terms of membership of the HTA and these Terms, these Terms shall prevail.

By accessing and using the System You (and Your employees and contractors) agree to these Terms.

1. DEFINITIONS AND INTERPRETATION

1.1 In these Terms the words referred to below shall have the following meanings:

"Data" means the information submitted by, and made available to, You and other members of the HTA (including

I accept these Terms & Conditions on behalf of Business name

Complete



HOMEPAGE

After completing onboarding or on each subsequent log-in, you will be directed to the home page of the platform. The benchmarking studies available to you, based on your permissions, onboarding answers about your business activity and HTA data on group membership, will be immediately visible in 'widget' form. On the left-hand side you will also see the navigation menu, again showing the benchmarking studies available to you under the 'Benchmarking' heading as well as the 'Organisation' section under the 'Account' heading.

HTA	Home	Matthew Philips 🗸
Bi HTA	Bey Matthew, welcome back	
Home	what's new	
Benchmarking		
B Retail Sales		
B Grower Sales		
Account	New Survey New Survey	
AL Organisation	Retail Sales Grower Sales	
	This report typically includes information such as total sales reverue, number of transactions, everage tunnection value, and comparisons to previous months or years.	
	Log figures 곏 Log figures 곏	



ORGANISATION

The Organisation section is where a 'Member Admin' user can manage the View/Edit permissions of other users in the business, on a per benchmarking study basis. After onboarding, the 'Member Admin' user will be ready to begin using the platform. If more users for your organisation are required, you or they will need to complete the request permission form on the website here: **hta.org.uk/benchmarking** or contact **marketinfo@hta.org.uk** with the user's name(s) and email address(es), and the HTA will give them permission to access the platform.

The first time they log in, by default a new user will not have permission to access any of the benchmarking studies (as per the below screenshot). The 'Member Admin' user will need to log-in and assign permissions for each of the available benchmarking studies (and each of the premises, if applicable) as appropriate.

We recommend that you ensure each user has an individual, rather than shared, email address to ensure access is limited to only those users you intend.



 (\hat{l})

Each benchmarking study has three levels of permission – 'No Access', 'View Reports' and 'Edit'.

'No Access' ensures that the benchmarking study and corresponding data logging and reporting areas cannot be viewed by the user. For example, you may wish to restrict access to Wages Benchmarking to a senior leader or member your staff responsible for HR.

'View Reports' allows the user to see the reports generated by the data in the platform, but not log/edit data themselves.

'Log/Edit Data' allows the user to log/edit data and view the corresponding reports.

Staff				
Starr				
Permissions	Retail Sales	Weekly Retail Sales	Grower Sales	
• Owner				
Matthew Philips				
• НТА				
HTA David Denny Moniber T	Log/Edt Data	V No access	✓ View Reports ✓	fave

If you are benchmarking at the premise level, you will need to set permissions for each user at each premise.

 Owner Mathew Philips HTA Devid Denny Member lagistics <lilagistics< li=""> lagistics <li< th=""><th>Permissions</th><th>Retail Sales</th><th>Weekly Retail Sales</th><th>Grower Sales</th><th></th></li<></lilagistics<>	Permissions	Retail Sales	Weekly Retail Sales	Grower Sales	
 Matthew Philips HTA Divid Denny Member	• Owner				
HTA ② David Denny Member ↑ Ugstoten Ugstoten Ugstoten Save ③ Laura Jaffery Member ↑ Ugstoten Ugstoten Ugstoten Save • Premise1 ④ Laura Jaffery Member ↑ Ugstoten Ugstoten Ugstoten Save • Laura Jaffery Member ↑ Ugstoten Ugstoten Ugstoten Save	Matthew Phillips				
So David Denny Member * Lagradina v Legradina v Legradin	• НТА				
I Laura Jaffery Member ↑ Lagtatha > Lagtatha > Save Solumitum Spading Member ↑ Lagtatha > Lagtatha > Save • Premise1 Image Same > Lagtatha > Save Image Laura Jaffery Member ↑ Lagtatha > Lagtatha > Save	David Denny Member 个	Log/EstDets 🗸 🗸	Log/EdtData \lor	log/6stData v	Save
Southan Spaling Member * Lagender Lagender Southan Premise1 Southan Member * Lagender Lagender Southan Laura Jeffery Member * Lagender Lagender Southan	Laura Jeffery Member ↑	Log/EstDats 🗸	Log/Edt Data 🗸	logfötData V	Save
Premise 1 David Denny Member tugsation ugsation ugsation ugsation ugsation ugsation ugsation ugsation ugsation Save	Jonathan Spalding Member 🛧	Log/Edt Data	Log/Edi Data 🗸 🗸	Log/EstData v	Save
David Denny Member tugtaths ugtaths ugtaths ugtaths Save	• Premise 1				
Laura Jeffery Member 🛧 Lugtation 🤍 Lugtation 🤍 Save	David Denny Member	Log/Edit Data	Log/Edit Data	Log/Edt Data	Save
	Laura Jeffery Member 🛧	Log/EdtData 🗸	Log/Edit Data	log/Edt Data v	Save

SWITCHING BETWEEN PREMISES

If you choose to benchmark at the premise level, you will be able to switch between your premises for logging / editing figures or viewing reports via the drop-down menu at the top of the navigation menu.



If, at any point, you'd like to change from Head Office to Premise benchmarking or vice versa after onboarding, please contact: marketinfo@hta.org.uk.

Logging & Editing Figures

To begin logging figures on the platform, click on the relevant benchmarking study via either the navigation menu or the home page widget and, once redirected to the next page, click on the 'Log Figures' button in the top-right corner.

G Home		Alte
ndmarking		
🔁 Retail Sales	All a	0 77
Eg Grower Sales		SS GBar
iccount .	New Survey	New Survey
Mark Organisation	Retail Sales	Grower Sales
	This report typically includes information such as total sales revenue, number of transactions, average transaction value, and comparisons to previous months or years.	This report typically includes information such as total sales revenue, quantity of produce sold, average selling price, and comparisons to previous periods.
	Log figures 🖄	Log figures 🕼
Retail Sales		Matthew Philips 🗸
usiness Report Sales Benchmarking		🛗 Dec 2023 - Dec 2024 🗸 📢 Log 6

You will then be given the option to log new or edit previous data (n.b. to immediately benefit from benchmarking reports that compare performance to last year and the year prior, you may wish to input a 2 year back history of sales data).

Choose the appropriate time frame via the date picker and/or dropdown menu and click 'Continue'.

Record data for	
Dec 2024	8
November 2024	~
and the second	

Wk 05, 27 J	lan, 2025 - 02 Feb, 2025 🗸 🗸
2022	< January >
2023	
2024	Week 01 30 Dec, 2024 - 05 Jan, 2025
2025	Week 02 06 Jan, 2025 - 12 Jan, 2025
	Week 03 13 Jan, 2025 - 19 Jan, 2025
	Week 04 20 Jan, 2025 - 26 Jan, 2025
	Week 05 27 Jan, 2025 - 02 Feb, 2025



On the Log Figures forms you can input and floor figures.

	rob uteres
(←)	Retail Sales for December 2024

can input all releva	ant sales	Please report an sales rigores i	IT GDP (E) EXClusive of VAL		
and floor or growi	ng area				
figures		Sales		Overall Sales (garden store)	
liguics.				Bedding plants ①	
				£	
				Houseplants O	
				Hardy plants O	
(\vec{n}) Note that th	e floor area			£	
or growing a	area fields				
will auto-populate	e based on			Other	
onboarding and/c	or the prior			£	
month's figures h	ut these can	Caterin	g	Catering	
ho aditad if pacac	ary and any		0	£	
	sary and any		-		
edits will roll over	to future	Overall	Sales	E0.00	
months.			aton Munchesses	Garden store	
		Transac	ction Numbers		
				Garden store ATV	
				£0.00	
		-		Catly/restaurant	
				Catering ATV	
				£000	
		1.0		Buddies share (with	
		Floor Area This information will be use	ed to provide you	Bedding plants (m2)	
		with a sales (£) per m2 of t to compare to peer busine	floor area metric reses.		
				House Plants (m2)	
Plants produced for supply to retail Sales Plants produced for supply to retail Individual saleable units	Hardy nursery stock £ Bedding and other plants £ Indoor plants £ Hardy nursery stock Bedding and other plants £ Indoor plants £ Indoor plants £ Indoor plants				
	Growing an	Total	production area (h	ha)	
	will be used in bend	chmarks for			
	usage per nectare	Produ	uction area under a	a permanent structure (i.e. glass) (ha)	
		Produ	uction area under a	a temporary structure (i.e. polytunnel) (ha)	
		Produ	uction area under a	a temporary structure (i.e. polytunnel) (ha)	
		Produ	uction area under a	a temporary structure (i.e. polytunnel) (ha)	



Viewing Reports

Selecting a time frame to report on (for studies where data is recorded monthly/weekly)

Week Calendar year 12 months 2022	101		Month	<	2024	
2022 2023 2024 2023 2024 2024 2025 Week 01 30 Dec, 2024 - 05 Jan, 2025 Week 02 06 Jan, 2025 - 12 Jan, 2025 Week 03 13 Jan, 2025 - 19 Jan, 2025 Week 04 20 Jan, 2025 - 26 Jan, 2025 Week 05 27 Jan, 2025 - 02 Feb, 2025 Week 05 27 Jan, 2025 - 02 Feb, 2025 Keek 05 27 Jan, 2025 - 02 Feb, 2025 Select Lagendar year 12 Months Apr May Jun Jun Apr May Jun Jun Apr May Jun Jun Jun Jun Jun Jun Jun Jun	Wee	calendar year 12 months	Calendar year	Jan	Feb	Mar
2023 Jul Aug Seg 2024 Week 01 30 Dec, 2024 - 05 Jan, 2025 Oct Nov Dec 2025 Week 02 06 Jan, 2025 - 12 Jan, 2025 Week 03 13 Jan, 2025 - 19 Jan, 2025 Week 04 20 Jan, 2025 - 26 Jan, 2025 Week 05 27 Jan, 2025 - 02 Feb, 2025 Image: Color of the second	2022	< January >	12 Months	Apr	Мау	Jun
2023 Oct Nov Dec 2024 Week 01 30 Dec, 2024 - 05 Jan, 2025 Week 02 06 Jan, 2025 - 12 Jan, 2025 Week 03 13 Jan, 2025 - 19 Jan, 2025 Week 03 13 Jan, 2025 - 26 Jan, 2025 Week 04 20 Jan, 2025 - 26 Jan, 2025 Image: Colored co	0000			Jul	Aug	Sep
2024 2025 Week 02 06 Jan, 2025 - 12 Jan, 2025 Week 03 13 Jan, 2025 - 19 Jan, 2025 Week 04 20 Jan, 2025 - 26 Jan, 2025 Week 05 27 Jan, 2025 - 02 Feb, 2025 Week 05 27 Jan, 2025 - 02 Feb, 2025 North Calendar year 12 Months Jul Aug Sep Oct Nov Dec	2023	Week 01 30 Dec, 2024 - 05 Jan, 2025		Oct	Nov	Dec
2025 Week 02 03 Jah, 2025 - 12 Jah, 2023 Week 03 13 Jan, 2025 - 19 Jan, 2025 Week 04 20 Jan, 2025 - 26 Jan, 2025 Week 05 27 Jan, 2025 - 02 Feb, 2025 I'k 05, 27 Jan, 2025 - 02 Feb, 2025 Select	2024	Week 02, 06 lon 2025, 12 lon 2025				
Week 03 13 Jan, 2025 - 19 Jan, 2025 Week 04 20 Jan, 2025 - 26 Jan, 2025 Week 05 27 Jan, 2025 - 02 Feb, 2025 'k 05, 27 Jan, 2025 - 02 Feb, 2025 Select	2025	Week 02 06 Jan, 2025 - 12 Jan, 2025				
Week 04 20 Jan, 2025 - 26 Jan, 2025 Week 05 27 Jan, 2025 - 02 Feb, 2025 "k 05, 27 Jan, 2025 - 02 Feb, 2025 Select		Week 03 13 Jan, 2025 – 19 Jan, 2025		苗 Jan 202	24 - Sep 2024 🗸	🗊 Log fi
Week 05 27 Jan, 2025 - 02 Feb, 2025 Month Calendar year Jan Feb Mar /k 05, 27 Jan, 2025 - 02 Feb, 2025 Select I2 Months Jul Aug Sep Oct Nov Dec Oct Nov Dec		Week 04 20 Jan, 2025 - 26 Jan, 2025				
I/k 05, 27 Jan, 2025 - 02 Feb, 2025 Select Calendar year Jan Feb Mar 12 Months 12 Months Jul Aug Sep Oct Nov Dec		Week 05 27 Jan, 2025 - 02 Feb, 2025	Month	<	2024	
/k 05, 27 Jan, 2025 - 02 Feb, 2025 Select 12 Months Apr May Jun Jul Aug Sep Oct Nov Dec			Calendar year	Jan	Feb	Mar
Jul Aug Sep Oct Nov Dec		lan 2025 - 02 Feb 2025	12 Months	Apr	May	Jun
Oct Nov Dec	Vk 05. 27 J	001000		Jul	Aug	Sep
	Vk 05, 27 J					
	/k 05, 27 J		· _	Oct	Nov	Dec
	Vk 05, 27 J		· _	Oct	Nov	Dec
🛱 Dec 2023 - Dec 2024 🗸 🛱 Log	Vk 05, 27 J		· -	Oct	Nov 13 - Dec 2024 🗸	Dec
	/k 05, 27 J		Month	Oct	Nov 13 - Dec 2024 V	Dec



The data can be broken down into single week (for RDF), month, calendar year, and rolling 12-month periods using the date picker in the top-right hand corner.

THE BUSINESS REPORTS

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The Business Report section is where you can compare your business' own performance to prior years'.

	😝 Retail Sales
	Business Report Sales Benchmarking
HE HIA	Business Report Dec 2023 - Dec 2024
Home	

The reporting shows comparisons of sales figures (and Units sold for Grower Sales benchmarking) alongside monthly breakdowns for the period selected, the percentage change and other metrics like sales per ha of growing area, and/or average transaction values in retail.











Member Name	Jan 2024 - De	c 2024	Jan 2023 - Dec	c 2023
	Sales	Sales per ha	Sales	Sales per ha
	£1,000.00	£100.00	£200.00	£20.00
Business Name	£600.00	£24.00	£0.00	£0.00
Regional Average	£600.00	£24.00	£0.00	£0.00
National Average	£4101600.00	£164.064.00	£200.00	£20.00

These aspects are also summarised in smaller graphs/icons at the top of the report.

Business Repor	t Jan 2024 - Aug 2024				
Sales					
Total sales amount E1.54M Current year	~~	Sales change +18.85%	~~~	Total transactions 153.95K Current year	~~
 Previous year Year before 	с1.79М 4 -14% £359.12К + 329%	Previous year Vear before	+22.10% -4 -14% -15.86% -4 -218%	 Previous year Year before 	149.52K + 3% 34.97K + 347K

BENCHMARKING REPORTS

The Benchmarking section is where you can compare your business to other businesses within your comparison groups, for instance the benchmarking reports for Retail and Grower Sales are within the section called Sales Benchmarking.





The reporting shows your performance as compared to regional and national averages.



	Dec 2023 - De	e 2024	Dec 2022 - De	e 2023	Dec 2021 - Der	2022
	Numbers	ATV E	Numbers	ATV E	Numbers	ATV E
Dec	18.597	£11.73	16,443	£10.12	0	20.03
Jan	14,438	65.57	13,703	65.75	0	20.02
Feb	15,368	66.86	14,884	£6.47	0	60.03
Mar	18,474	£10.80	17,743	68.88	0	20.03
Apr	20,811	613.01	20,167	£14,88	0	£0.00
May	25,257	£36.84	24,766	£17.60	0	20.03
Jun	21,018	£13.13	20,769	£15.56	0	20.03
Jul	18,583	\$4.31	10,583	£30.41	17,575	End
Aug	20,000	65.00	17,902	£10.48	17,393	£9.43
Sep	14,181	£8.46	16,319	69.49	15,039	18.54
Oct	17.138	£7.29	17.158	00.83	16.710	\$8.7
Nov	0	6000	19,618	68.94	17,733	16.83
Dec	3,000	633.33	18,597	611.73	16.443	61012







If you are part of a BIS or RDF group you will also see a table comparing your performance against the peers in your group, with each business denoted via its 'confidential code'.

Member Name	Jan 2024 - Aug	2024	Jan 2023 - Aug	2023	Variance %
	Sales	ATV £	Sales	ATV E	
ABC	0756.935.42	£17.41	6948.386.10	620.30	-20 %
DEF	F1 534 398.41	611.84	61 859 099 59	614.01	-17.9

SELECTING A COMPARISON GROUP

To change the comparison group being applied, select the required group from the **'All Groups'** dropdown and then press 'Compare' to update the data. This will apply a filter to all of the graphs/tables in the chart to show you how you compare to other businesses within that group.

Sales Benchmarking		All Groups 🗸 All Departments 🗸 Compare
		All Groups
Sales		Elm-E5m turnover
		RDF members
Sales change - All Departments % Change year-on-year for Dec 2023 - Dec 2024		Region: Scotland
		Protected container-grown hardy nursery stock growers
3.000.000	You Report avp National avp.	Field-grown hardy nursery stock growers

SELECTING A REPORTING CATEGORY

To change the department, product category or market being reported on, select the required fields from the dropdown menus and click 'Compare' to update the data.

ales Benchmarking		Al Groups 🗸	All Departments 🗸	Compari
			All Departments	1
les			Overall Sales w/catering	
Nes change - All Departments			Catering	
6 Change year-on-year for Dec 2023 - Dec 2024			Bedding plants	
	You Regional avg		Hardy plants	
Grower Sales Business Sales		i Jan 2	Rdf T 2024 - Dec 2024 🗸	ëst ↓
Crower Sales Business Report Benchmarking		ë Jan 2	Rdf T 2024 - Dec 2024 🗸 ह	est 🗸
Grower Sales Business Sales Report Benchmarking	Plants produced for supply to retail V	a Jan 2	Rdf T 2024 - Dec 2024 🗸 💽 Retail 🗸 Compare	^{iest} 🏏 ਜੋ Log figure
Grower Sales Business Report Benchmarking Plants produced for supply to	Plants produced for supply to retail v /	i an 2 All Groups →	Rdf T 2024 - Dec 2024 💙 🛛 🗲 Retail 🗸 Compare	ëst ❤

If required, a comparison group and a category can be applied together for even more in-depth comparisons (sample sizes permitting).

