Change in segment size over years   **Seasonal variation in segment size**
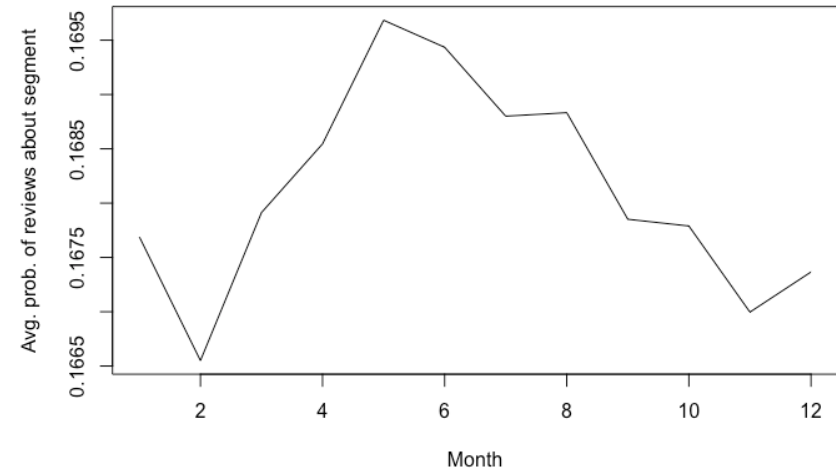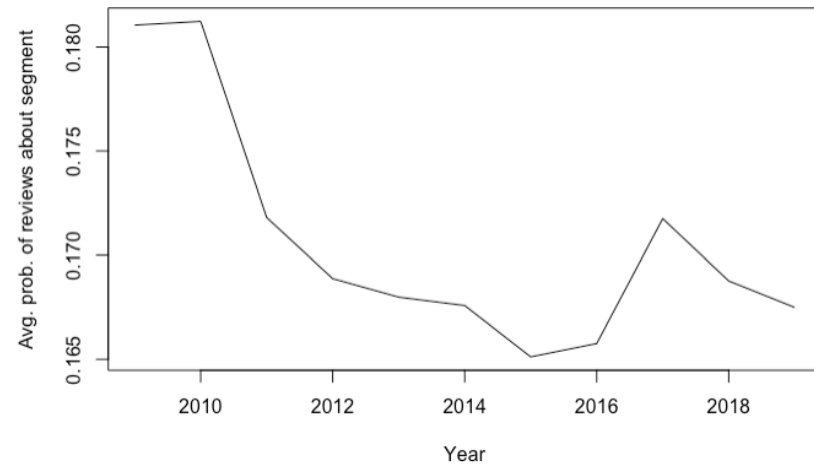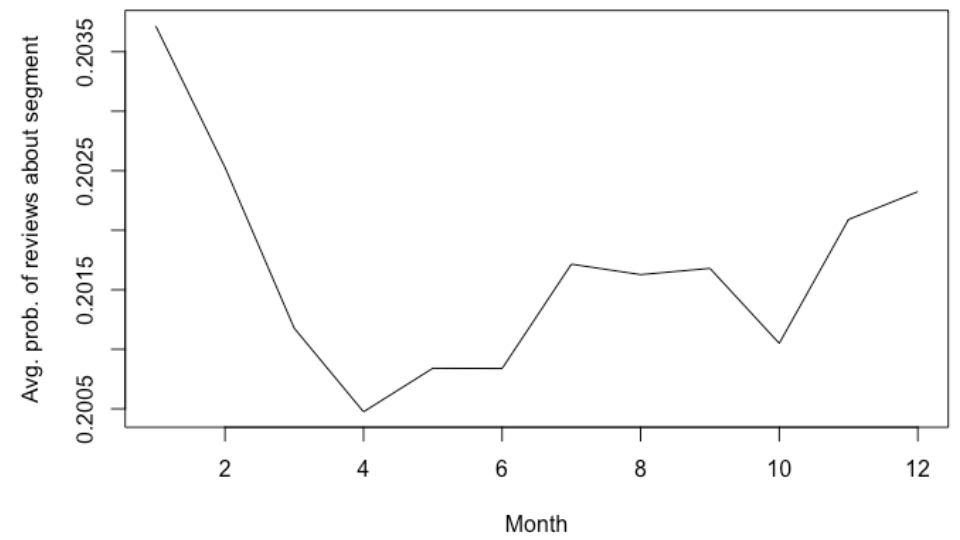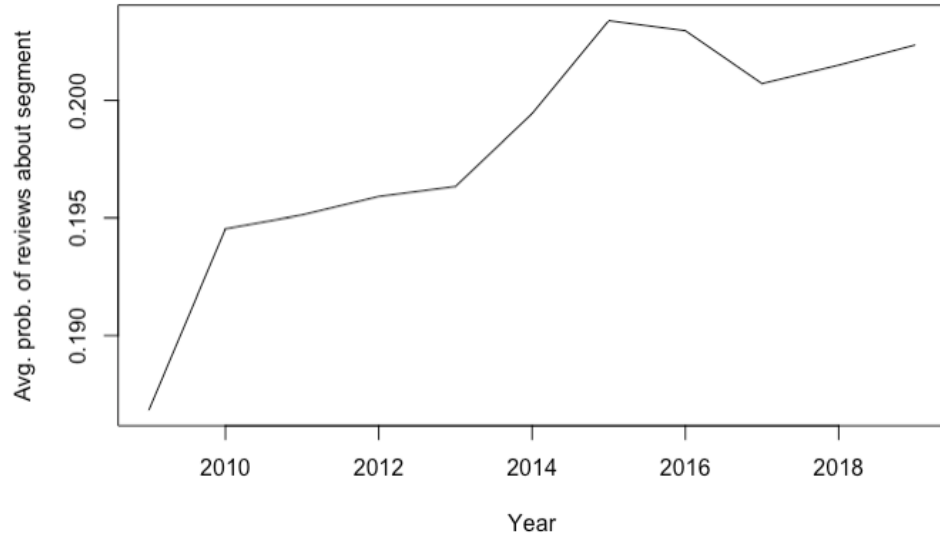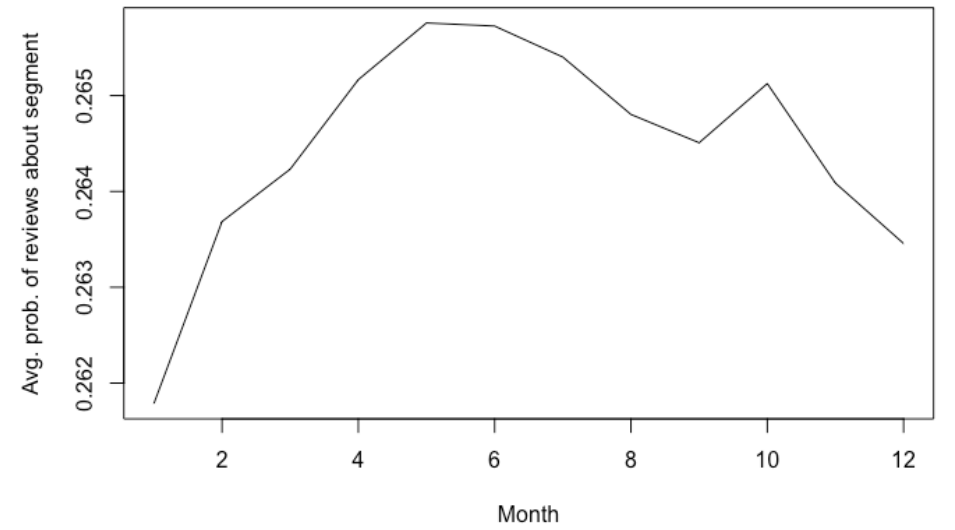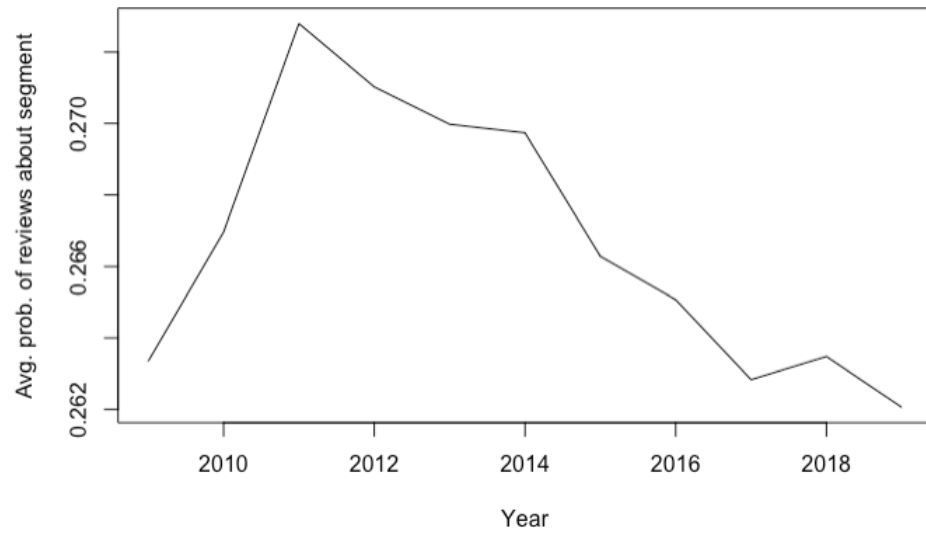
Private Room in Inner London
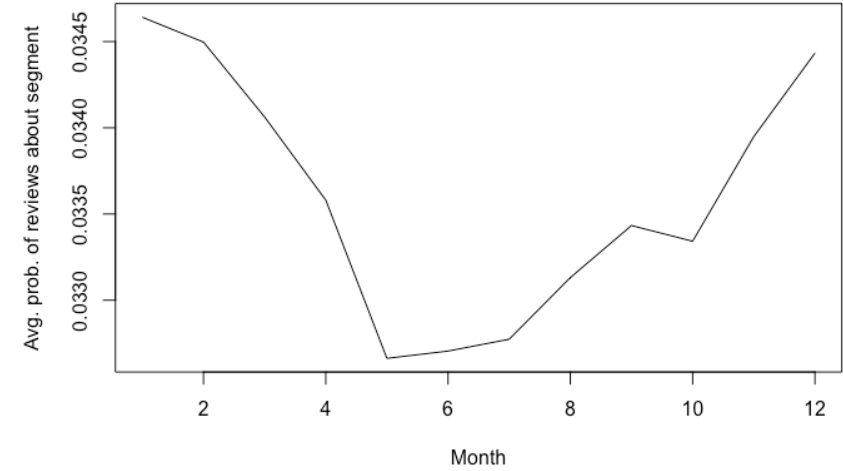
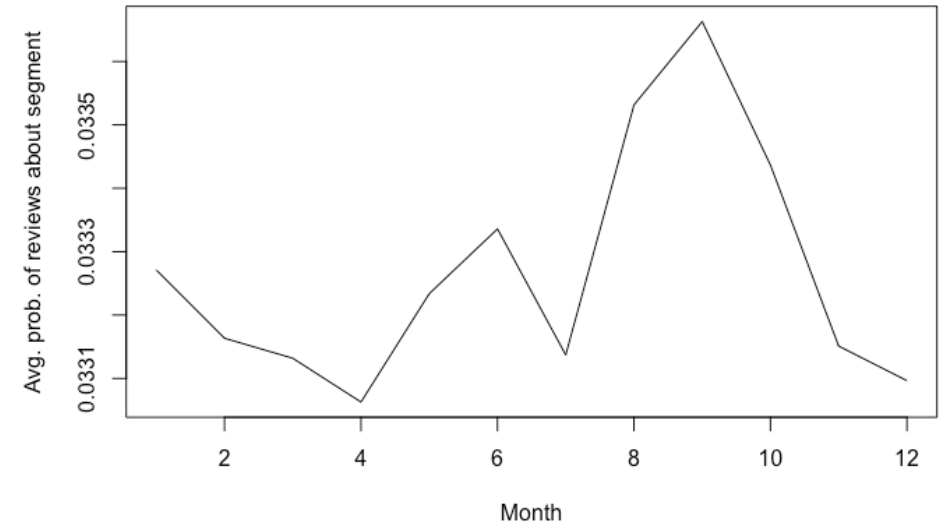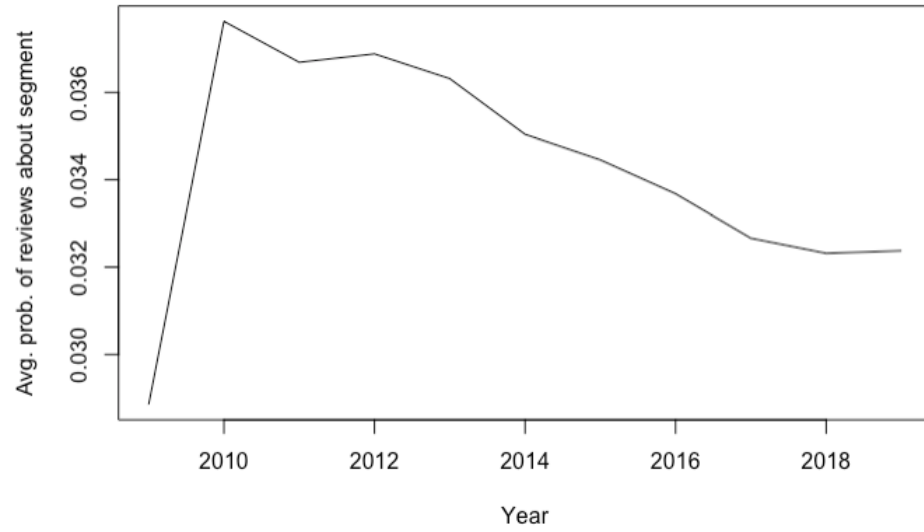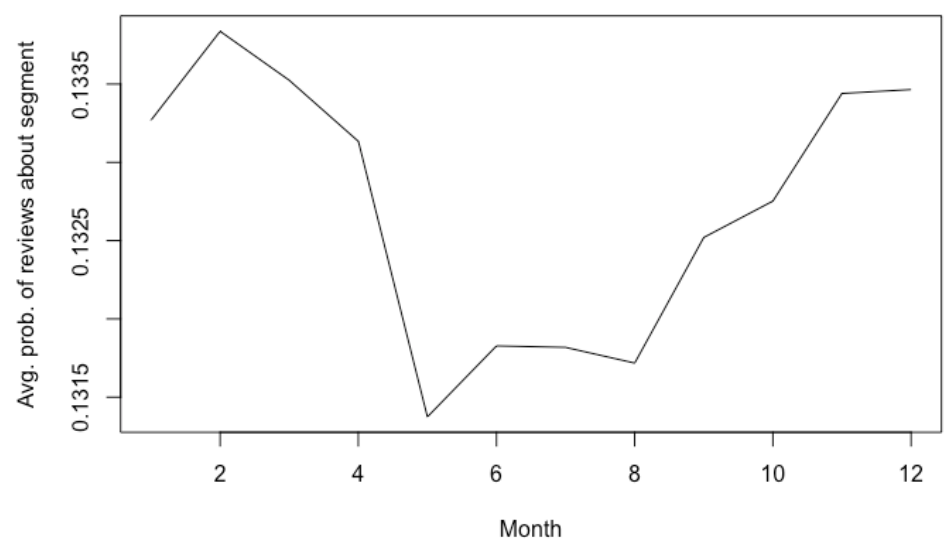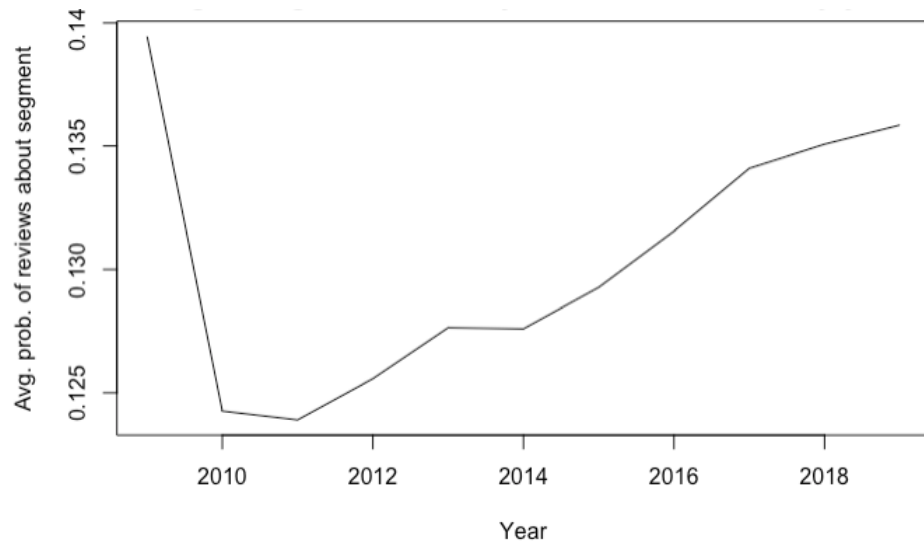Price value

Location – Practical Demand
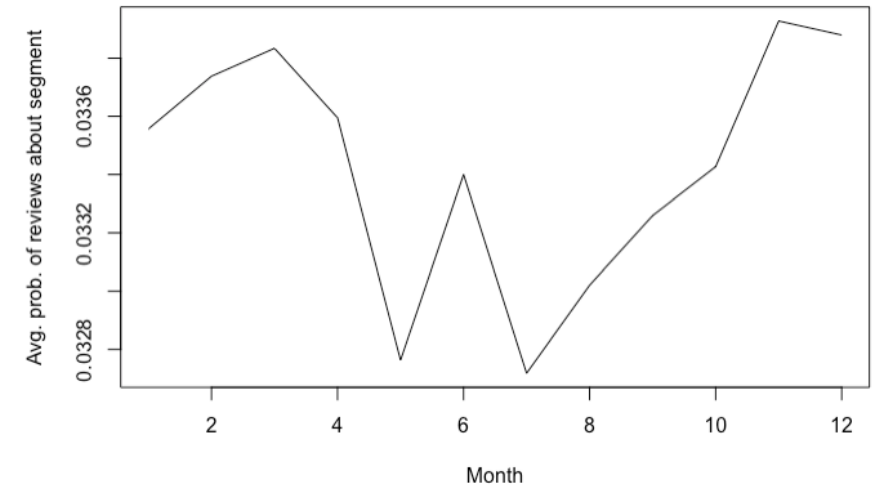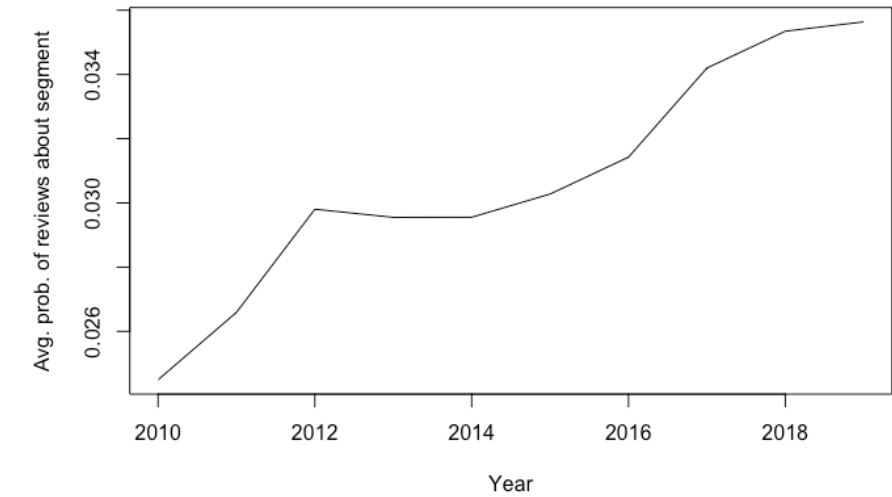
Home Benefits

Enjoyment

Novelty

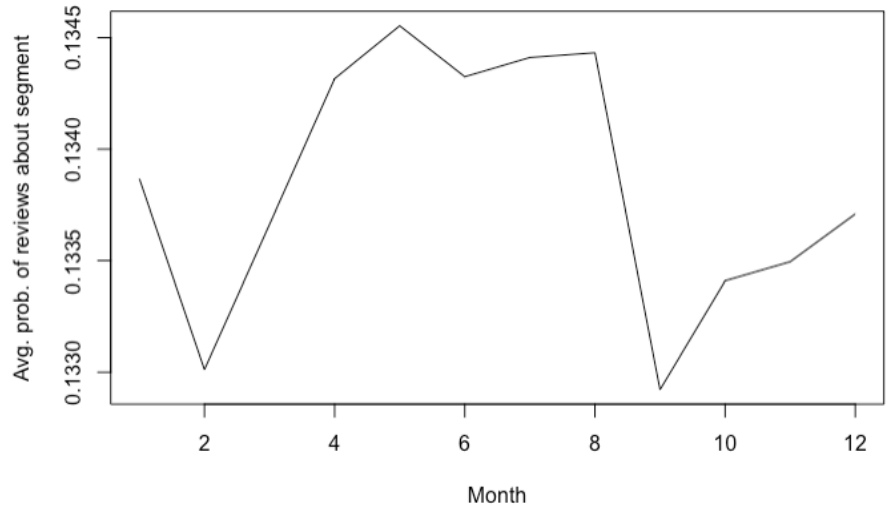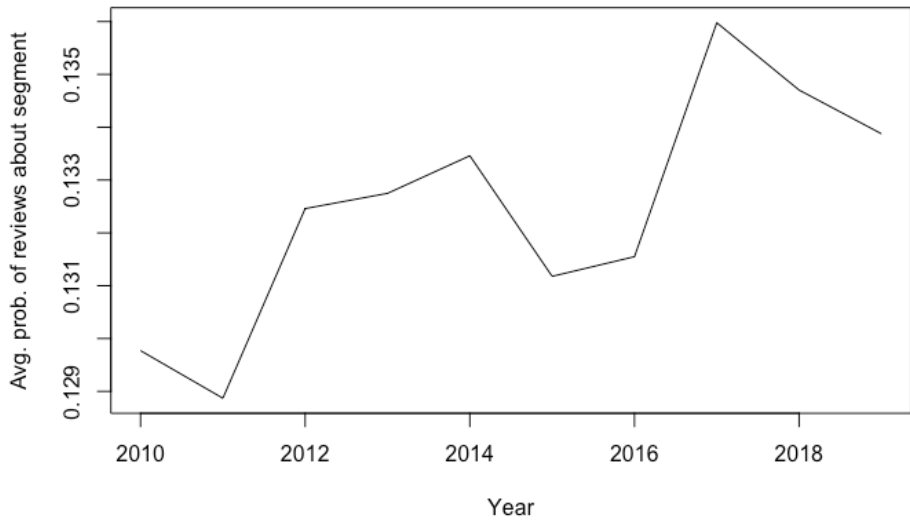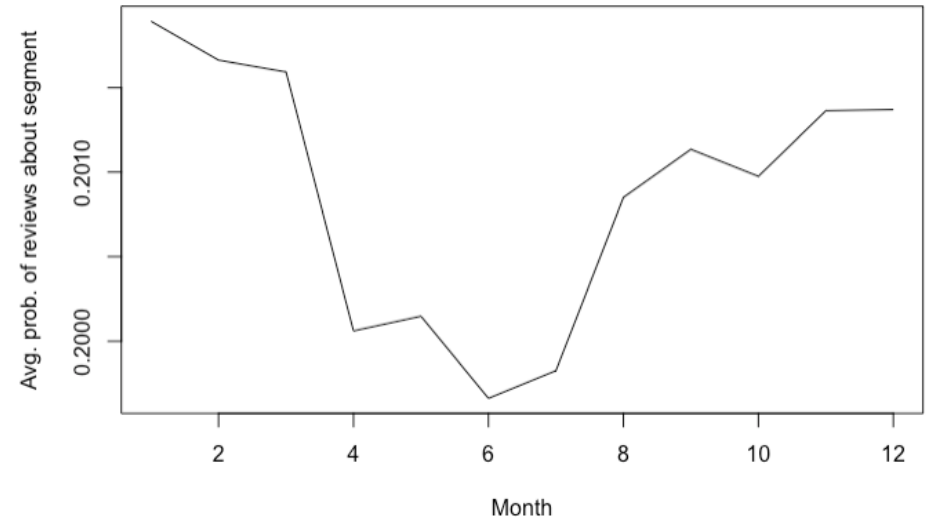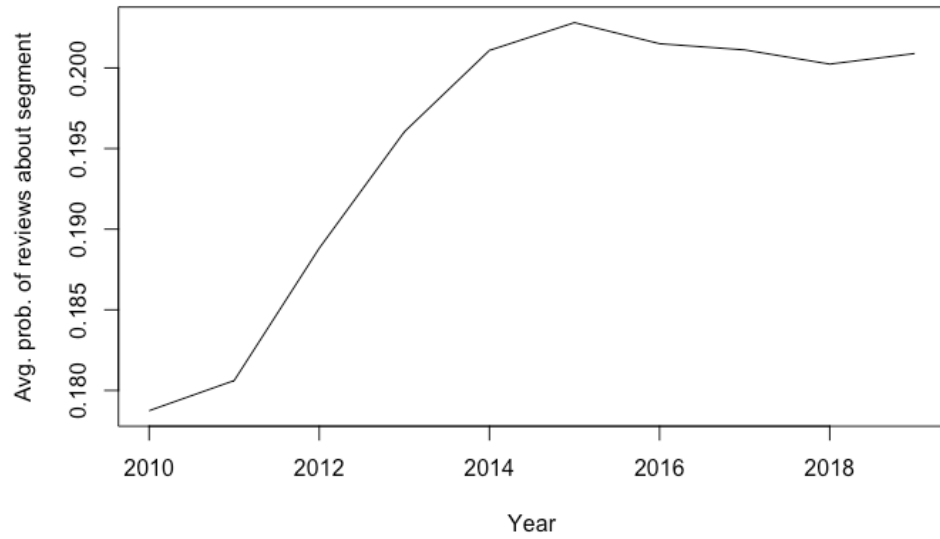## Home Benefits and Enjoyment overlap

Private Room in Outer London

Price value

Location – Practical Demand

Home Benefits
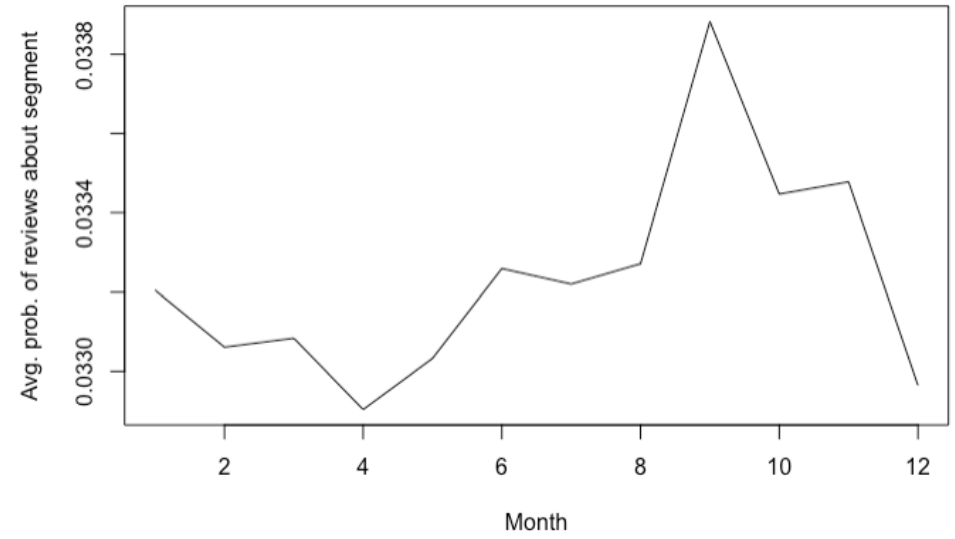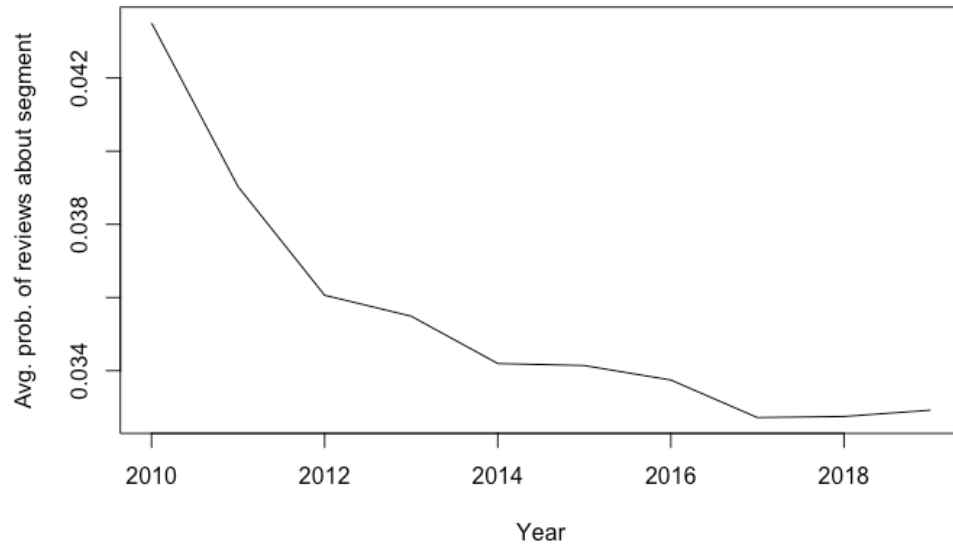
Enjoyment

Novelty

Home Benefits and Enjoyment overlap

Location – Practical and Experiential Demand overlap
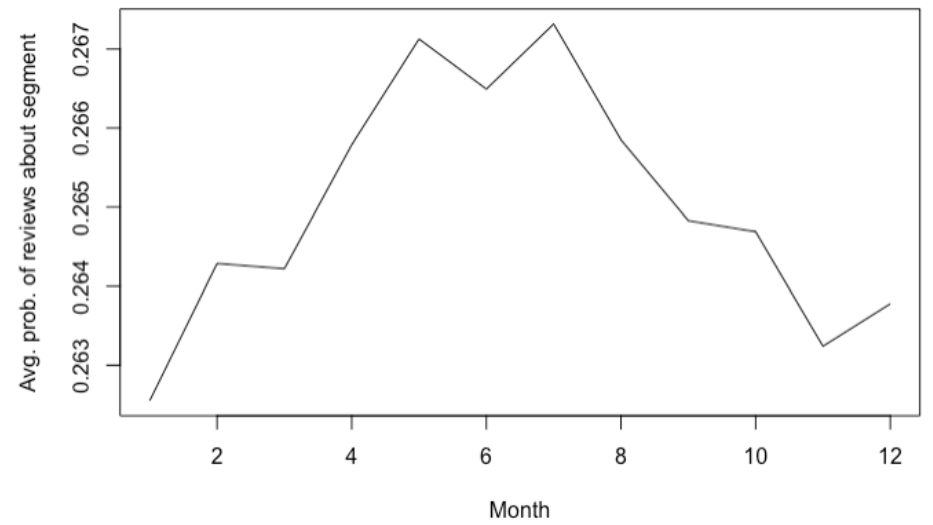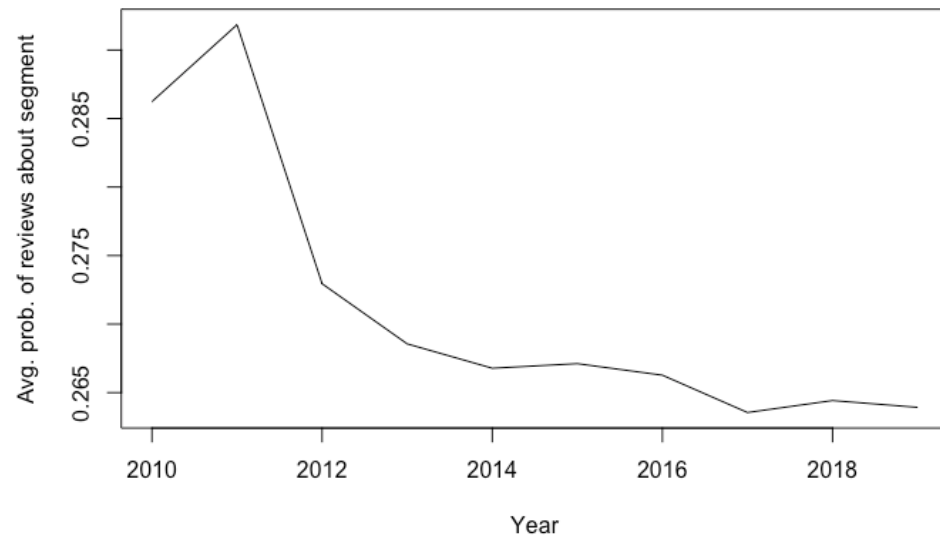
Shared Room in Inner London

Price value

Location – Practical Demand

Home Benefits
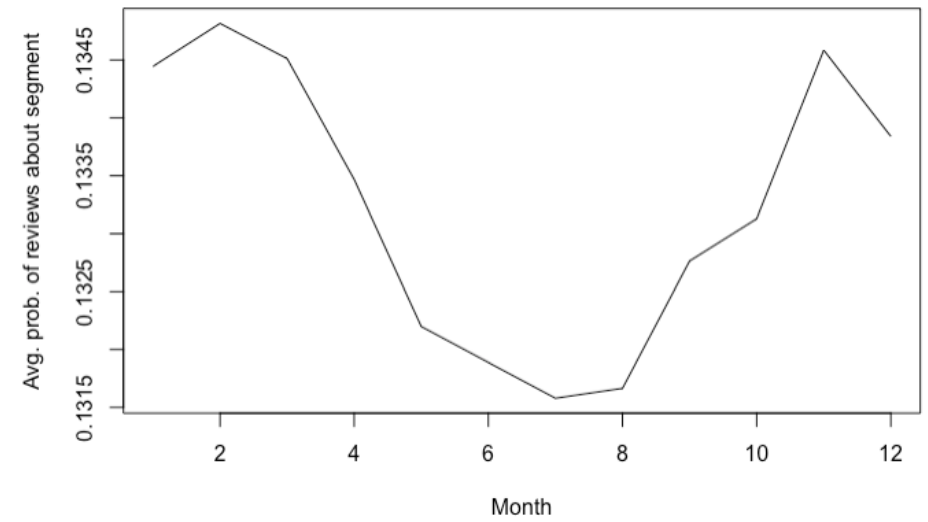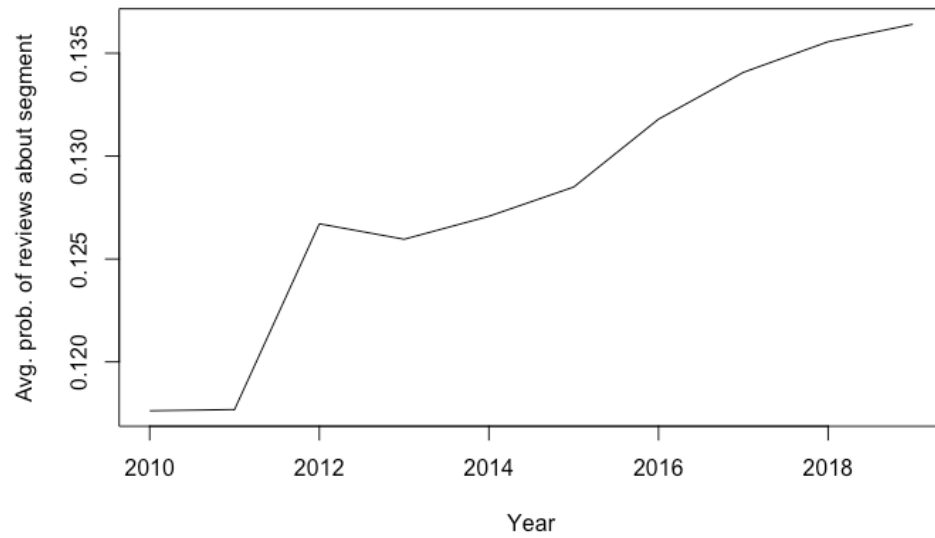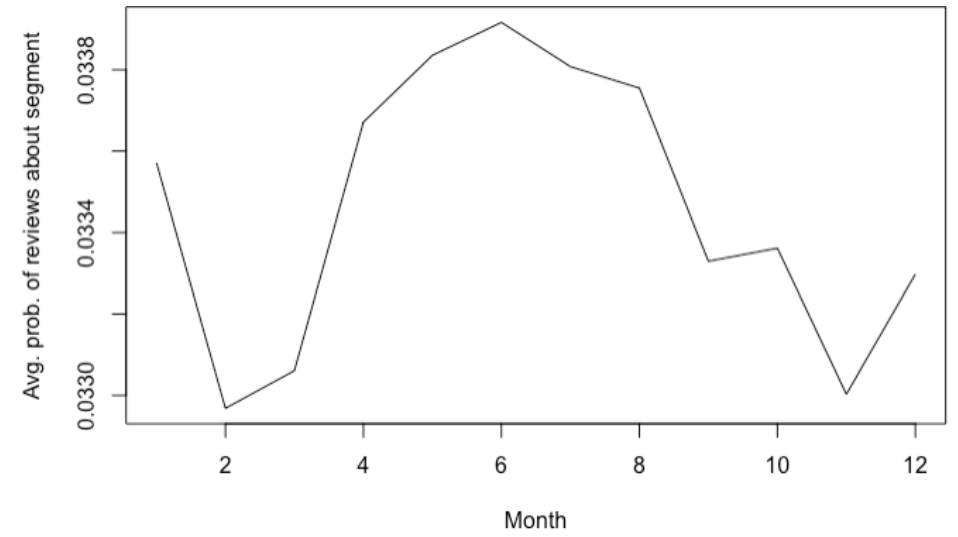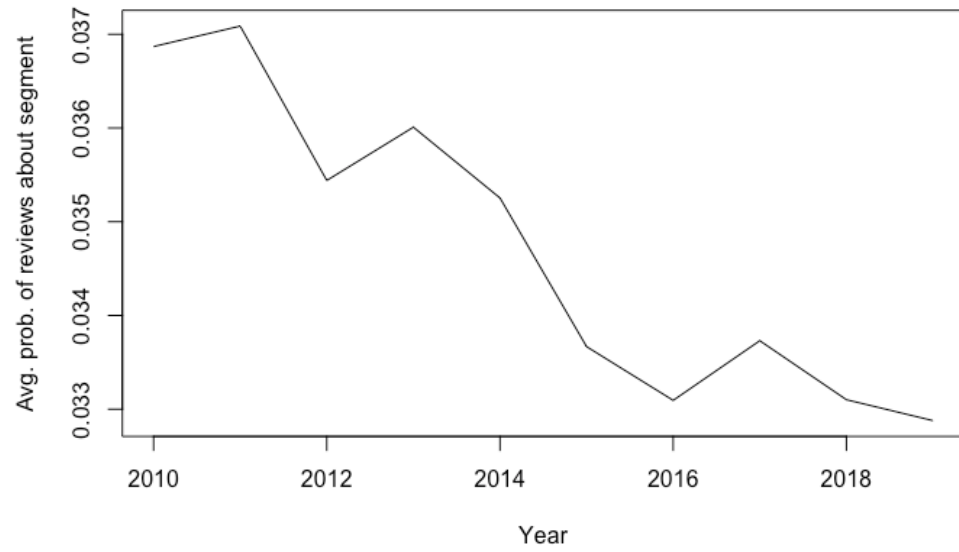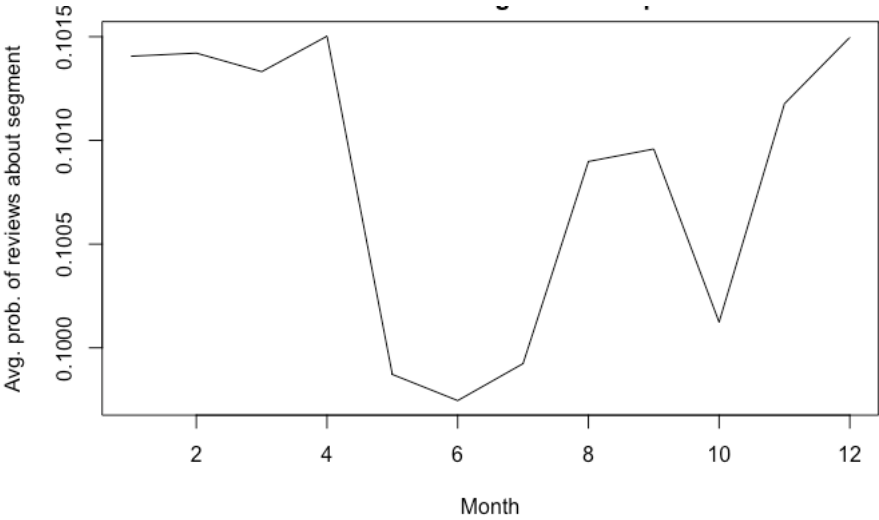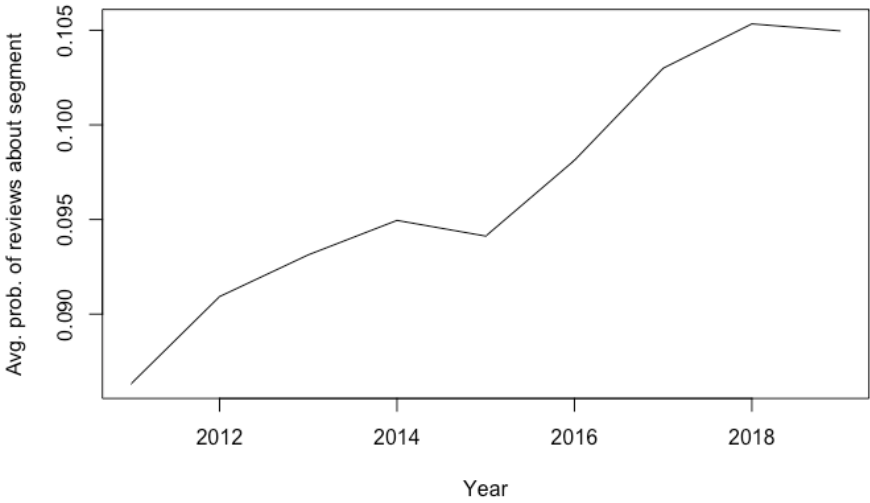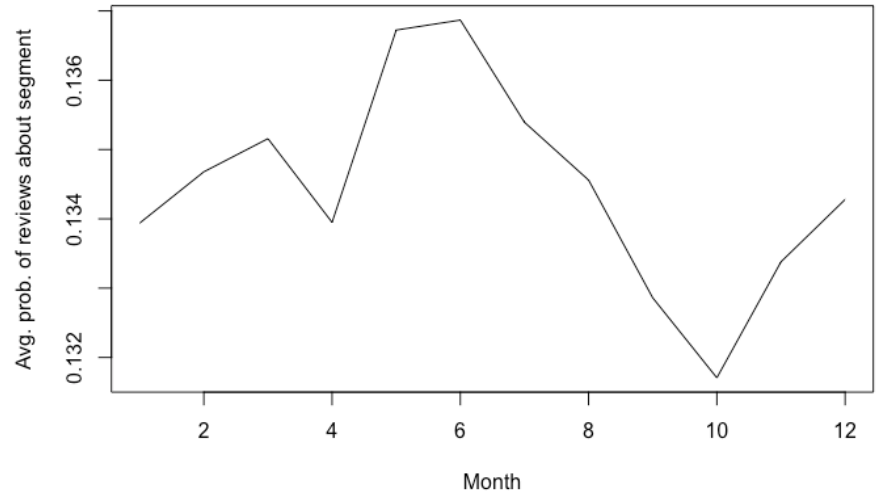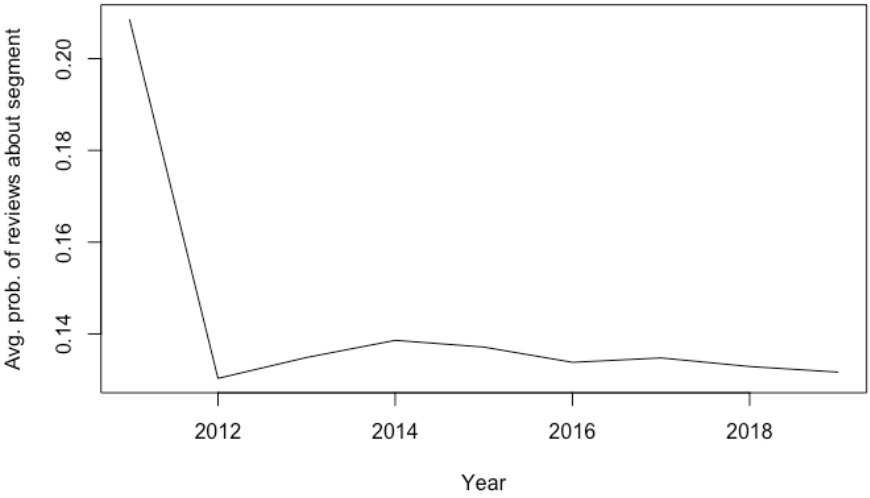

Enjoyment
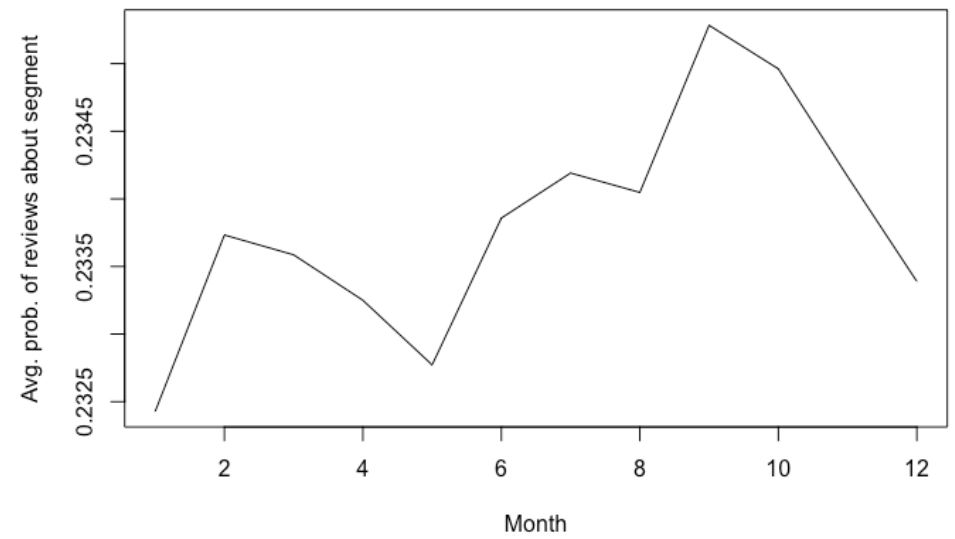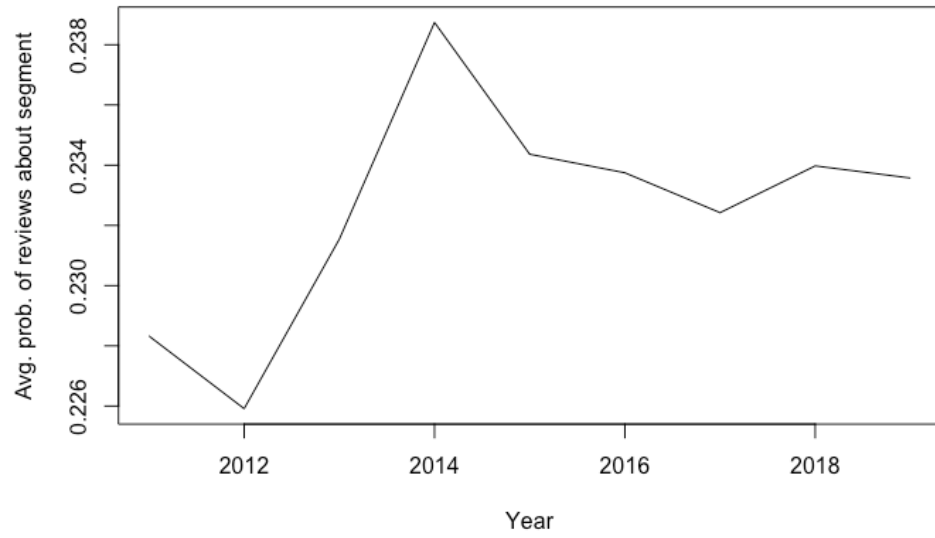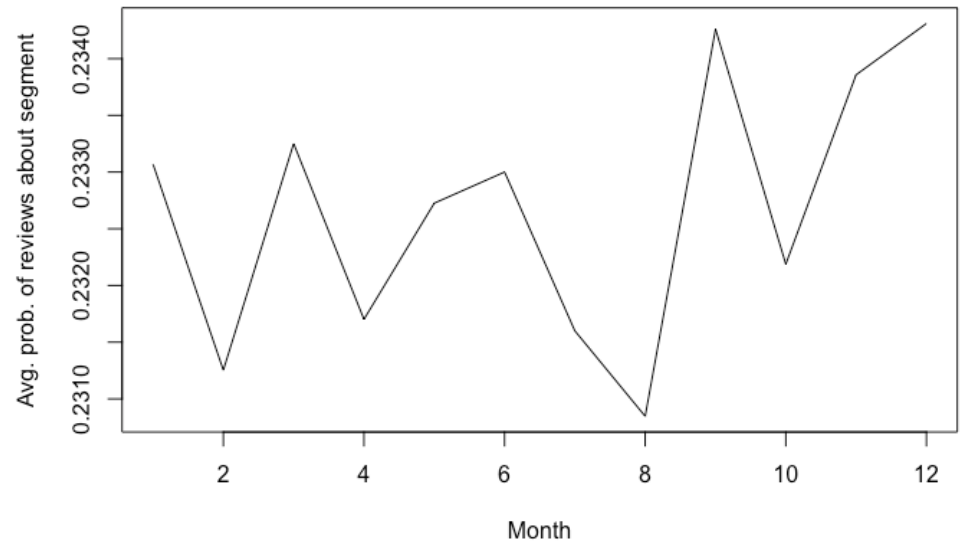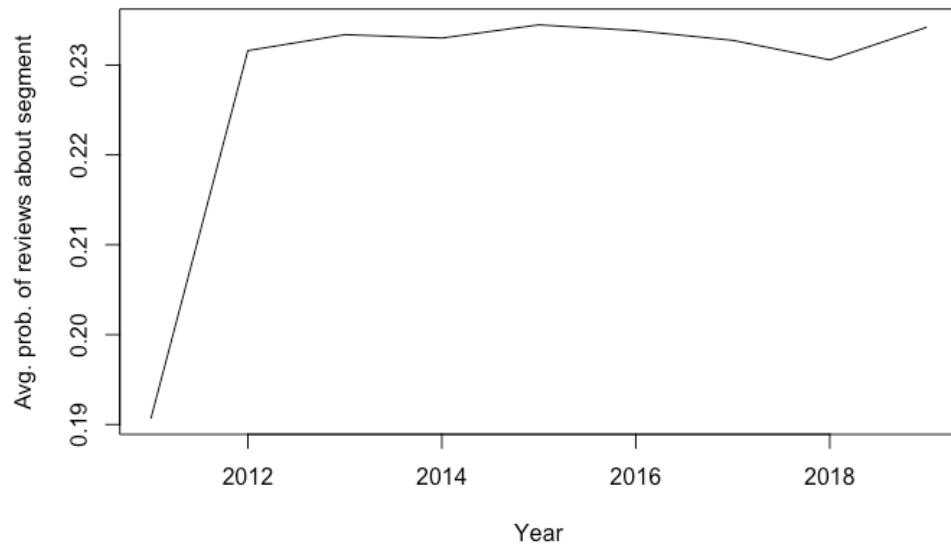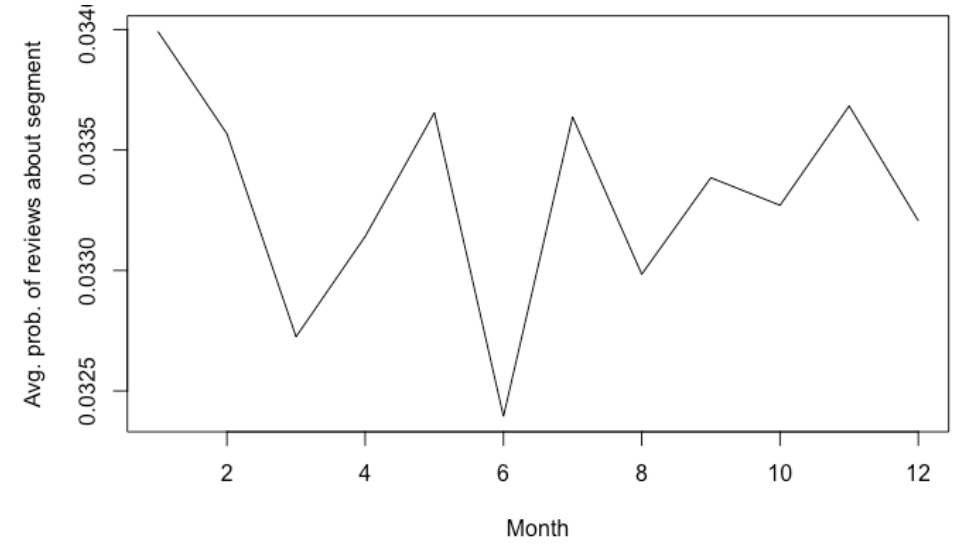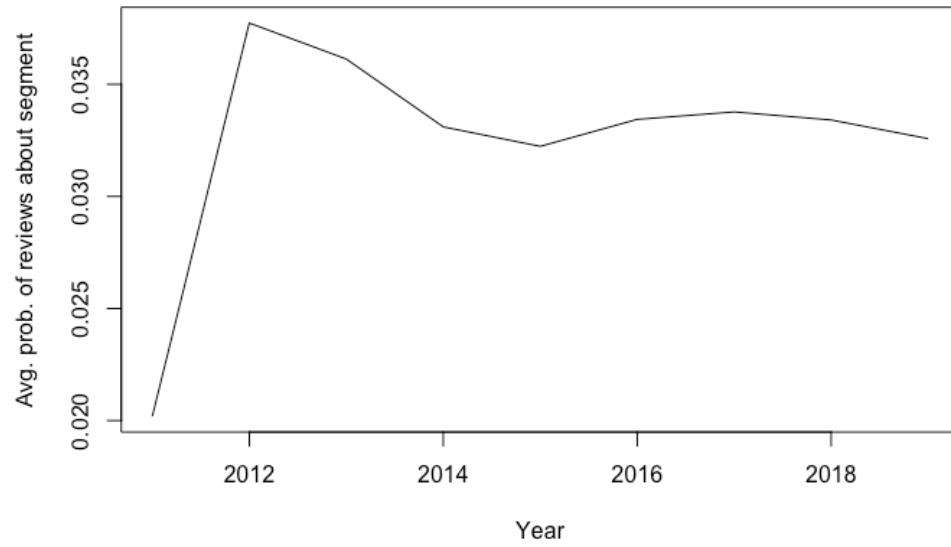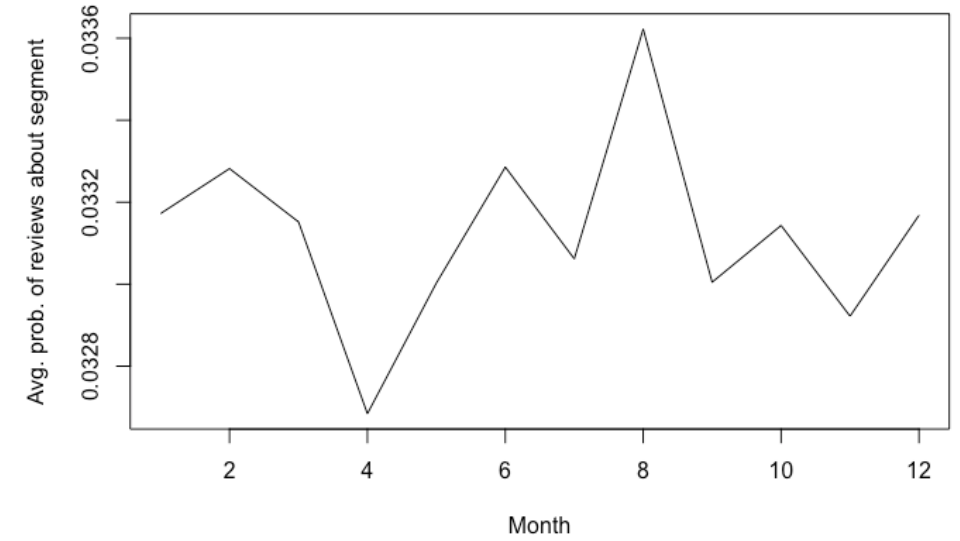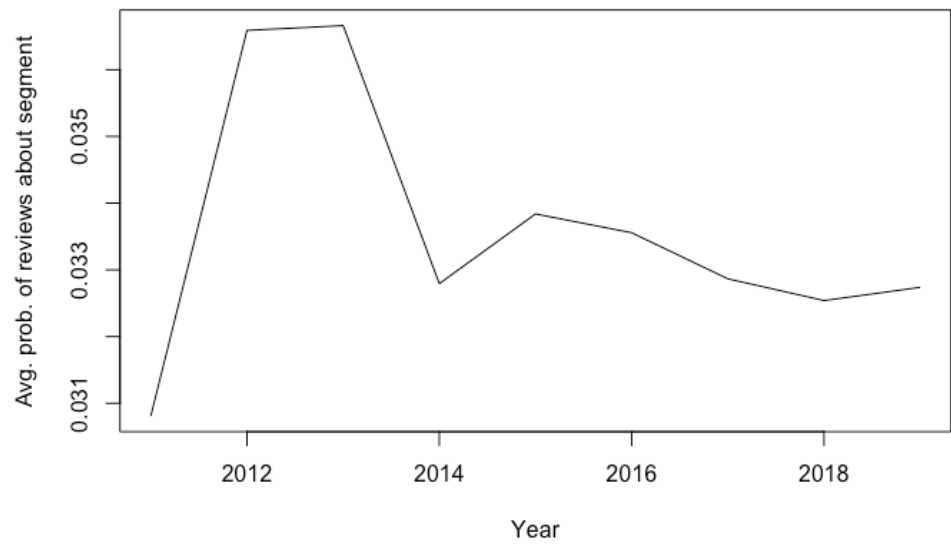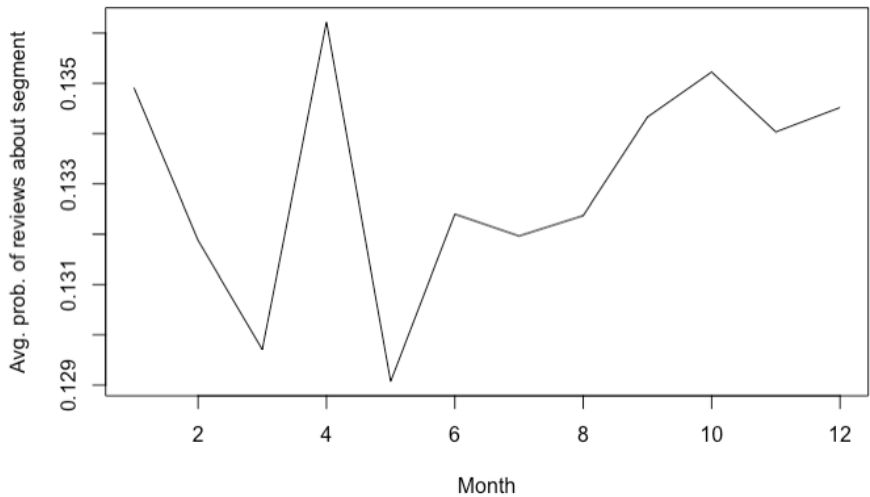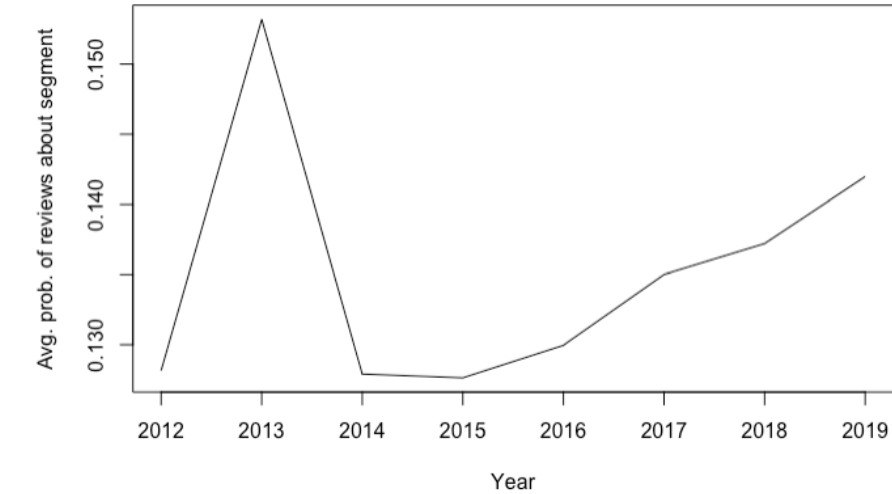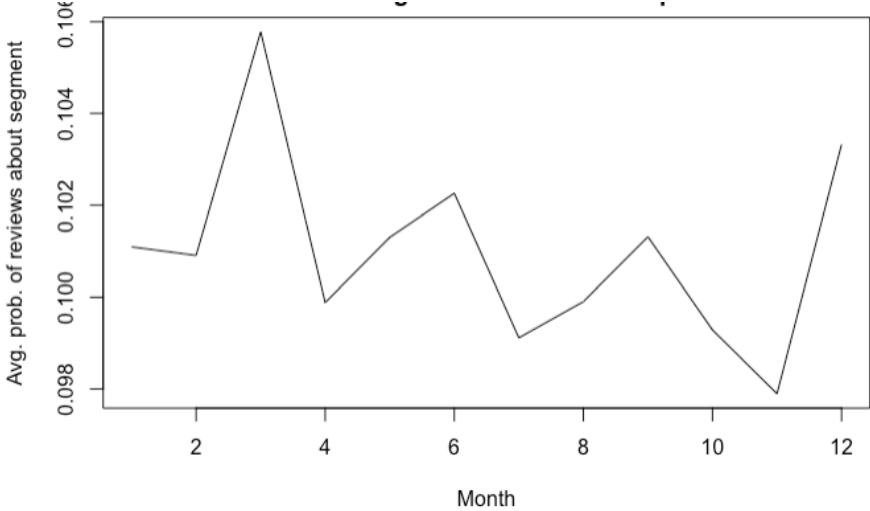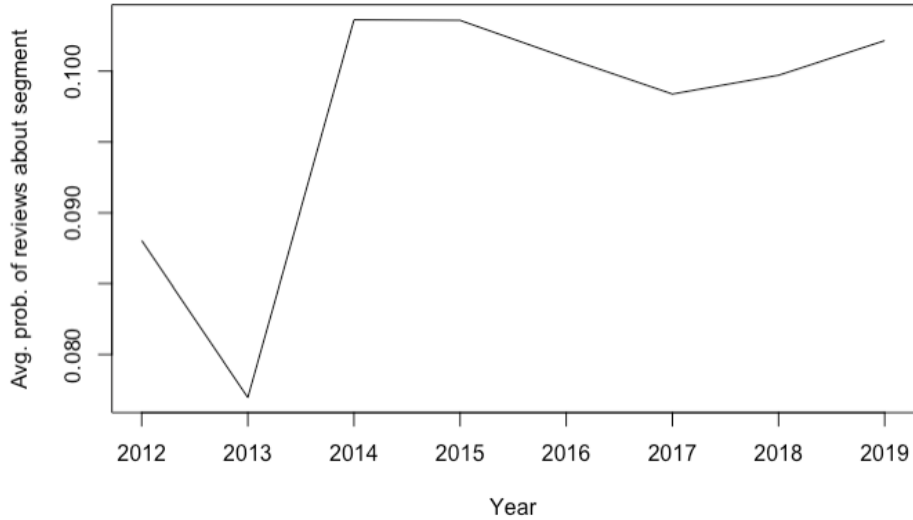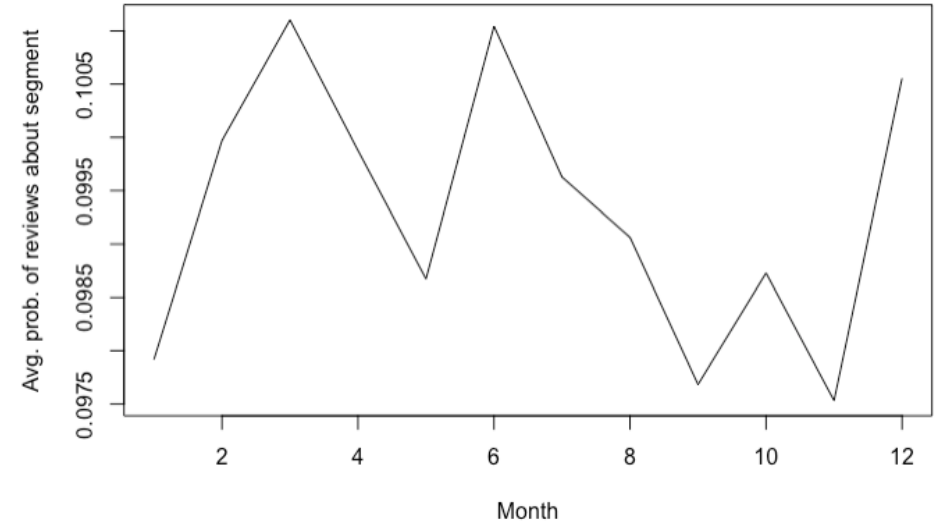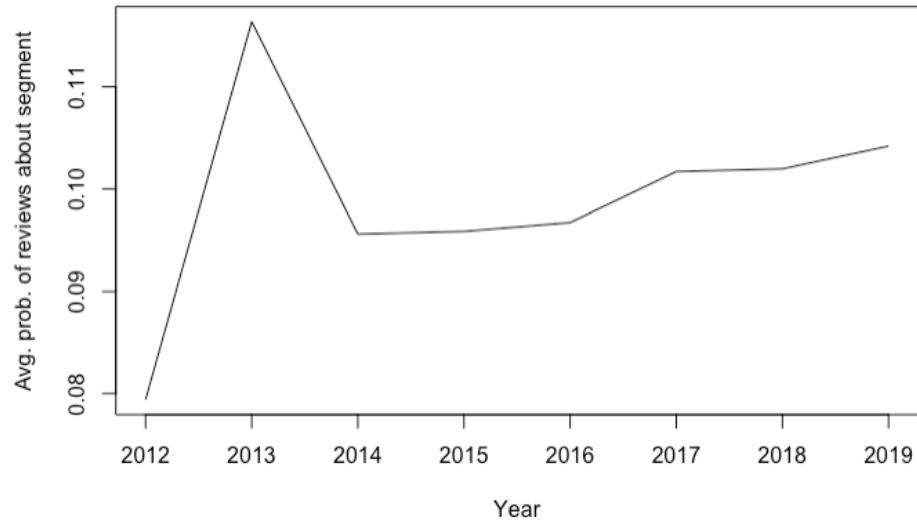
Social Interaction

Novelty

Shared Room in Outer London

Price value

Location – Practical Demand

Home Benefits

Enjoyment

Social Interaction
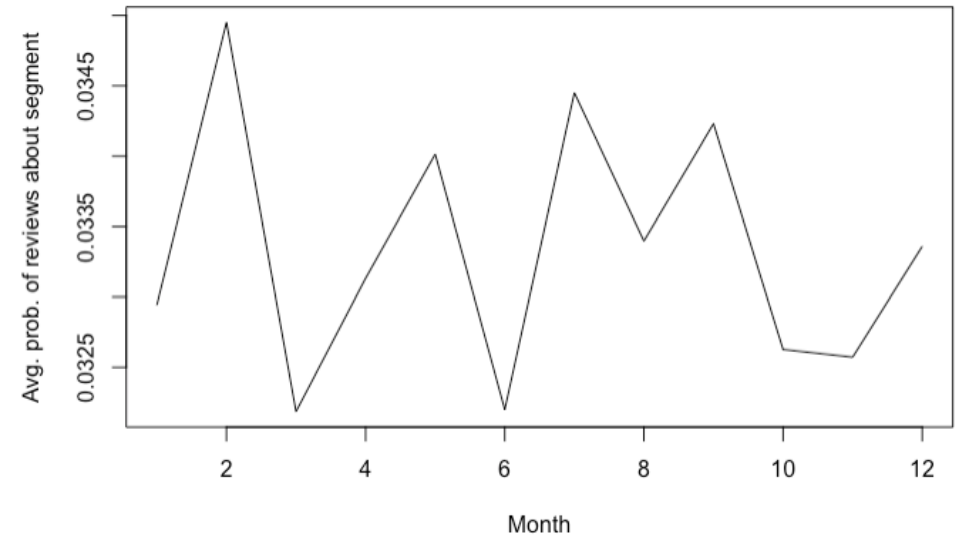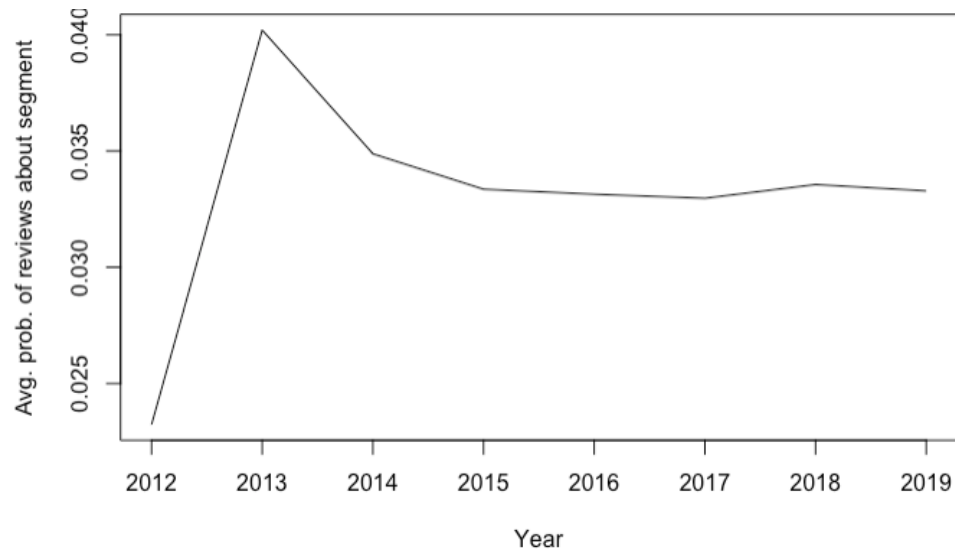
Novelty

Home Benefits and Enjoyment overlap

Location – Practical and Experiential Demand overlap
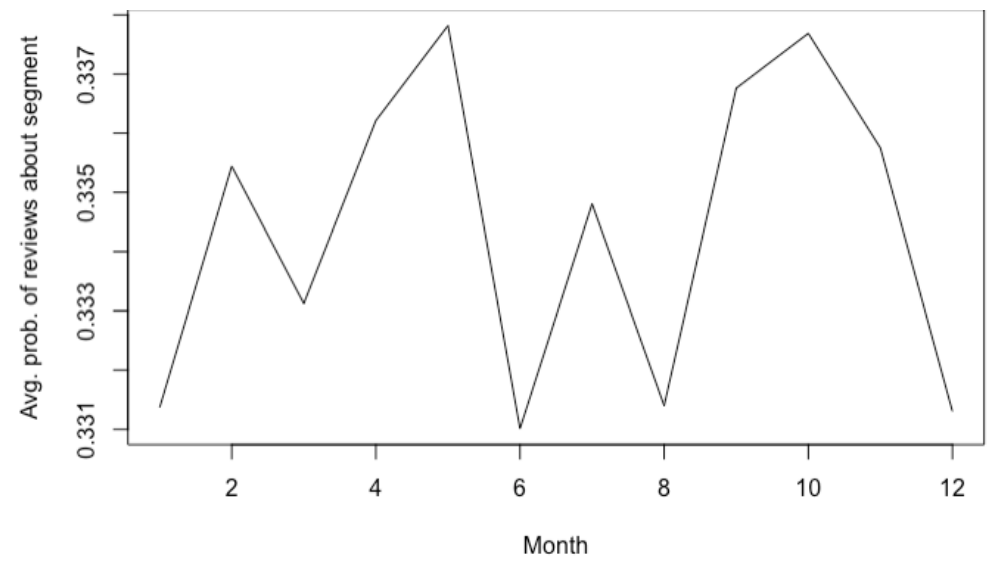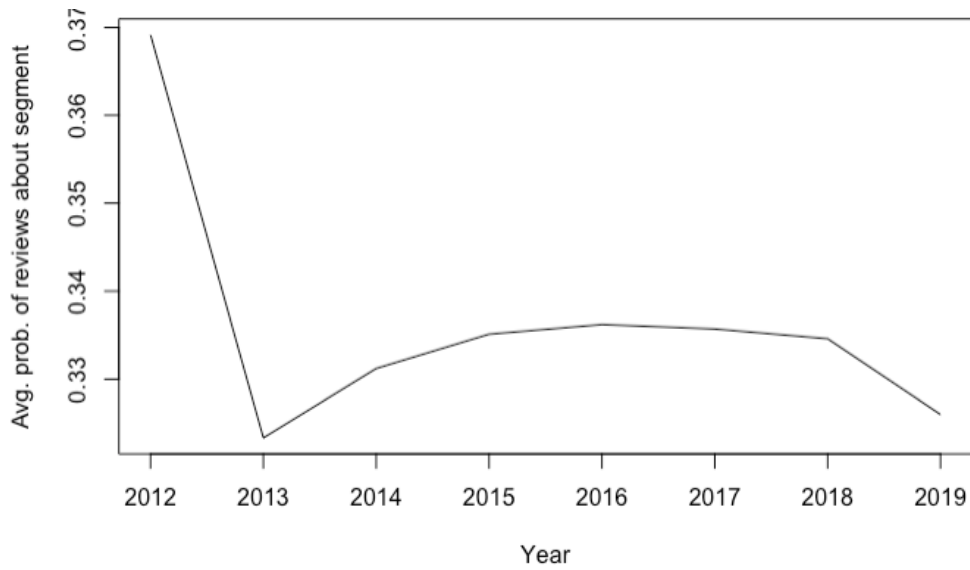
Entire Apartment/House in Inner London

Price value

Location – Practical Demand

Home Benefits

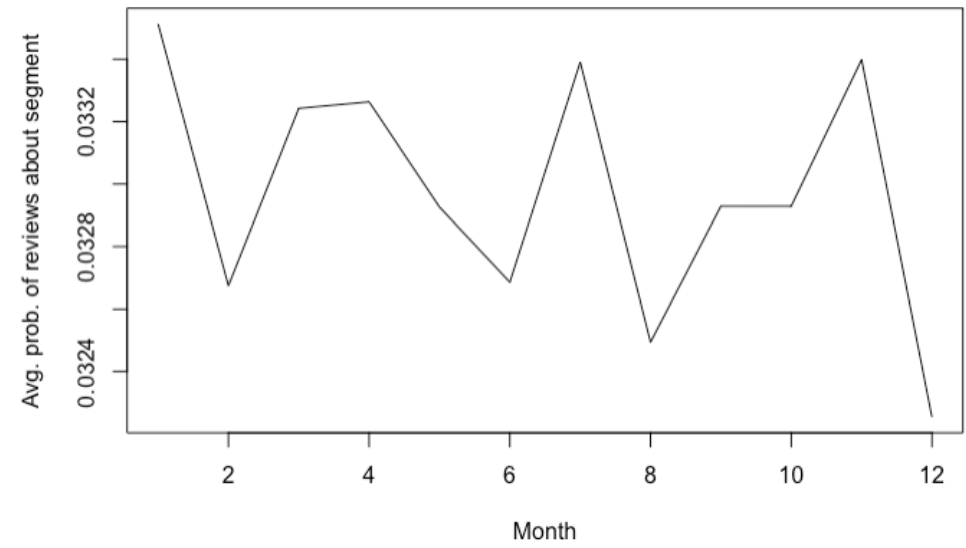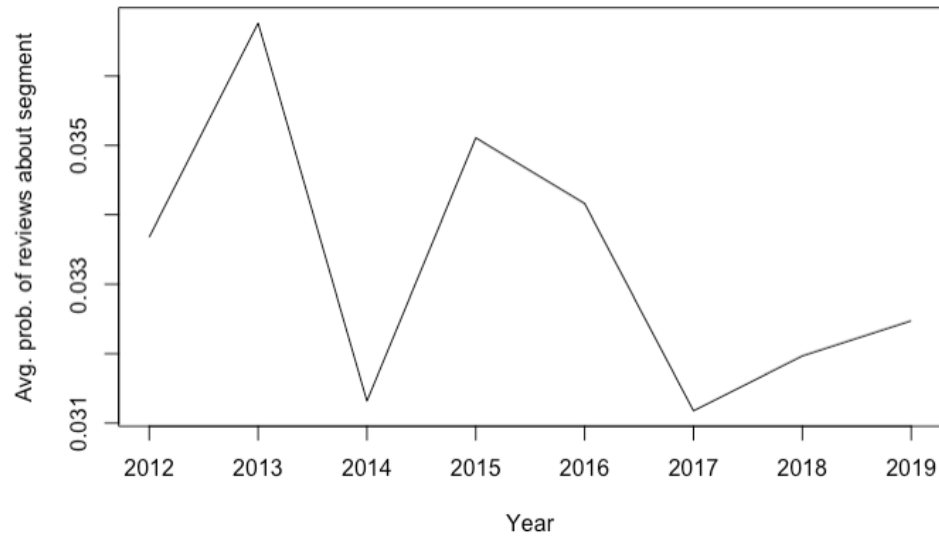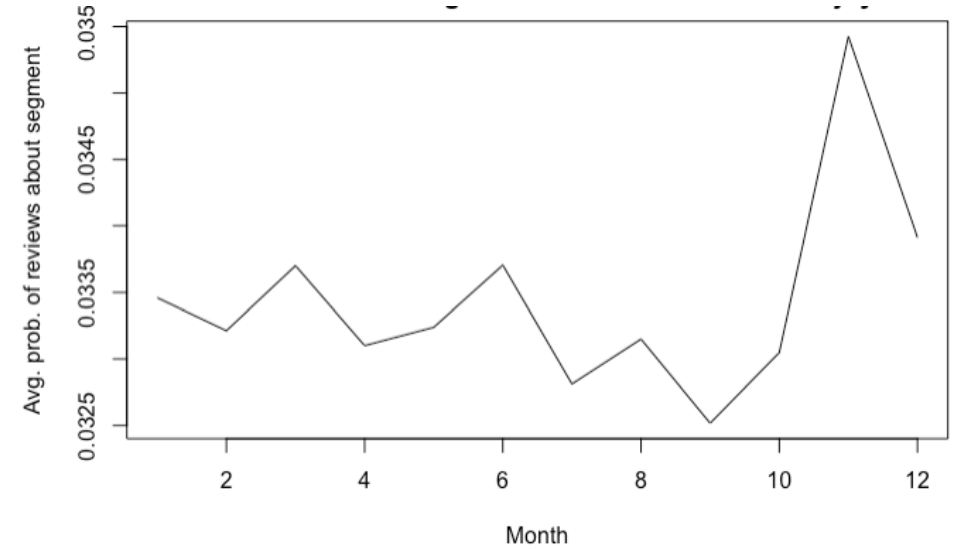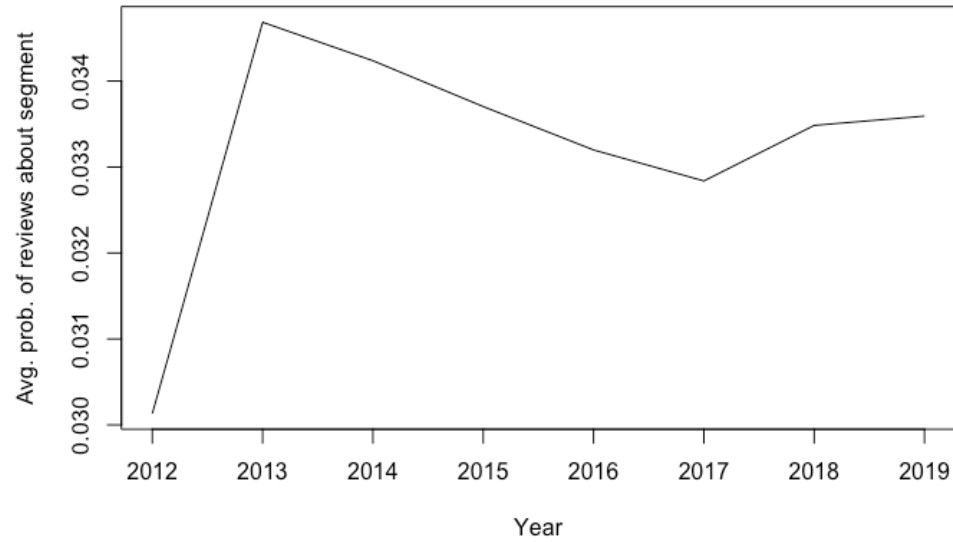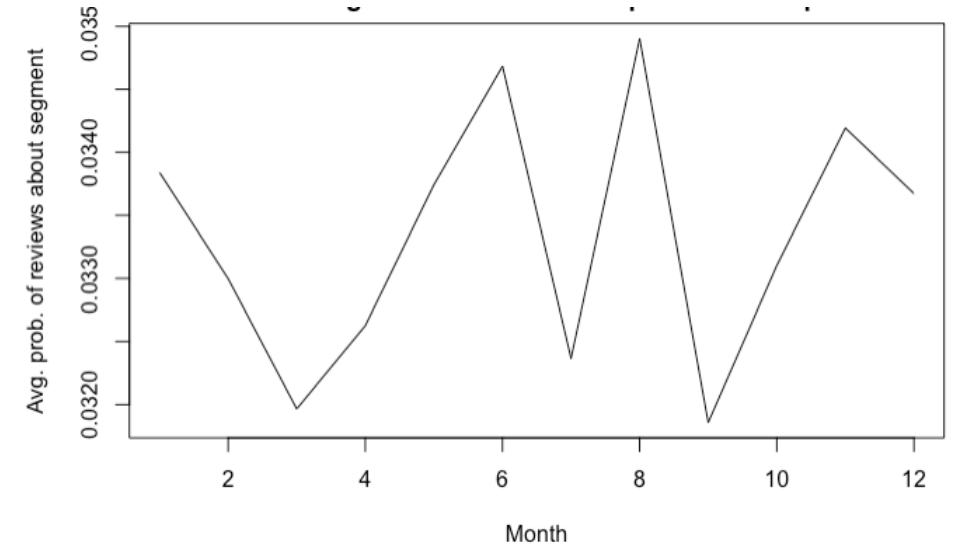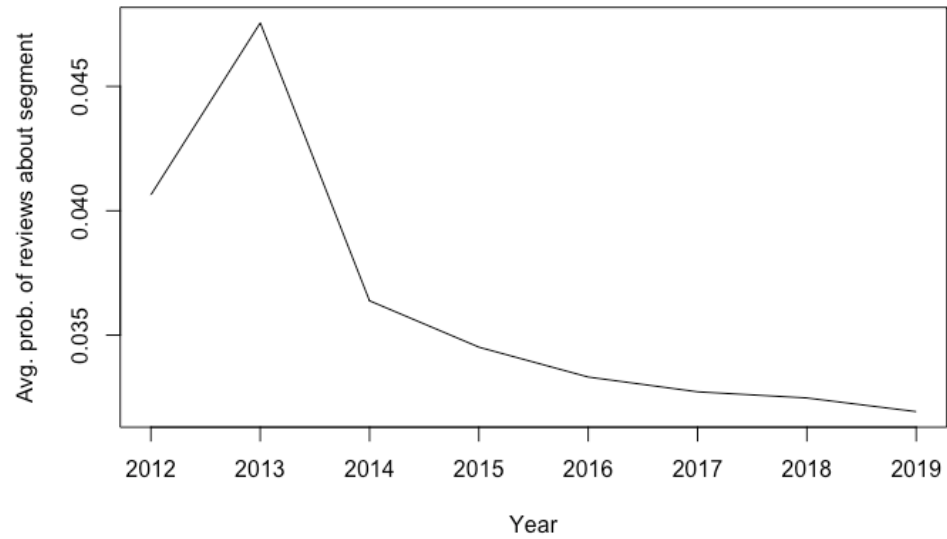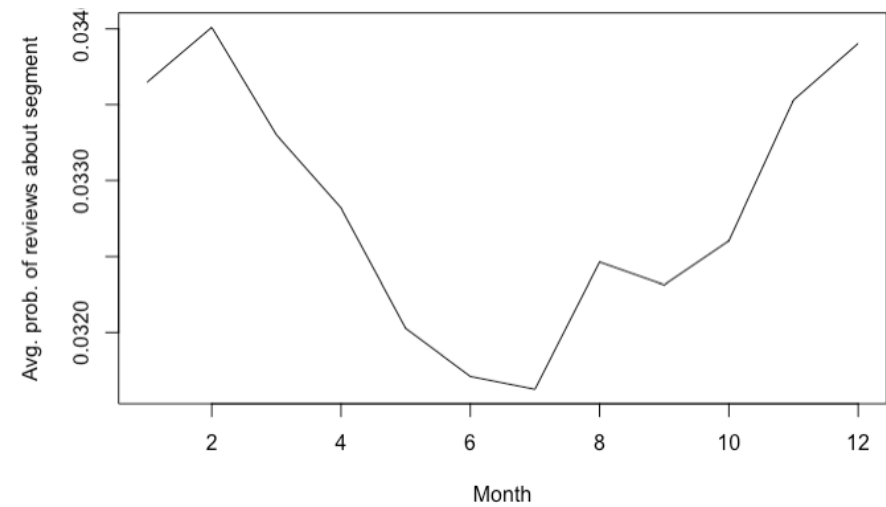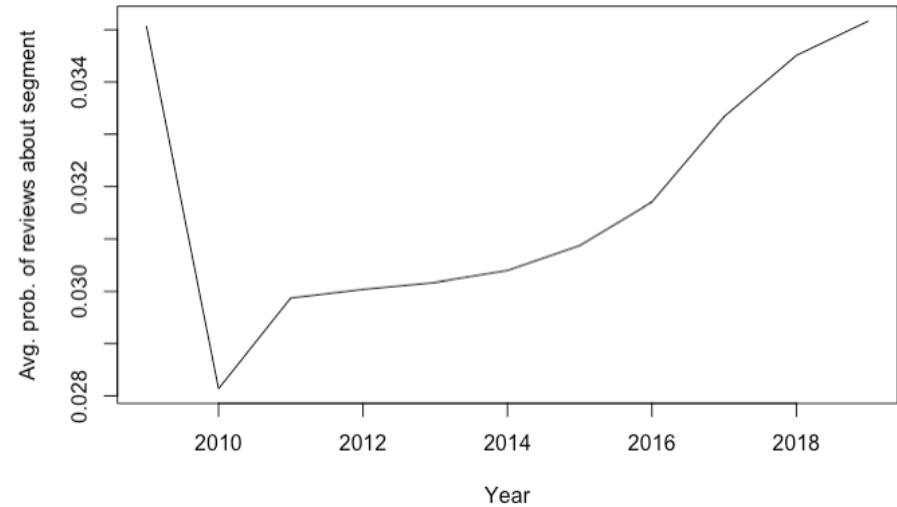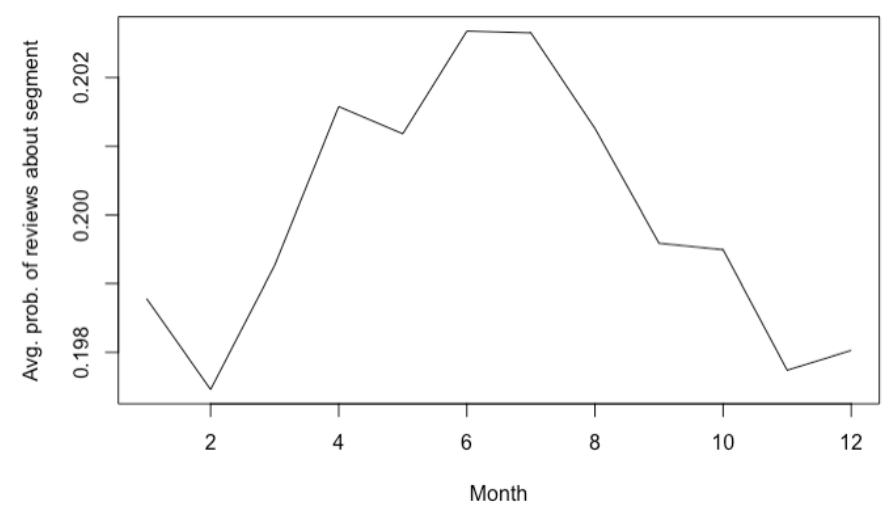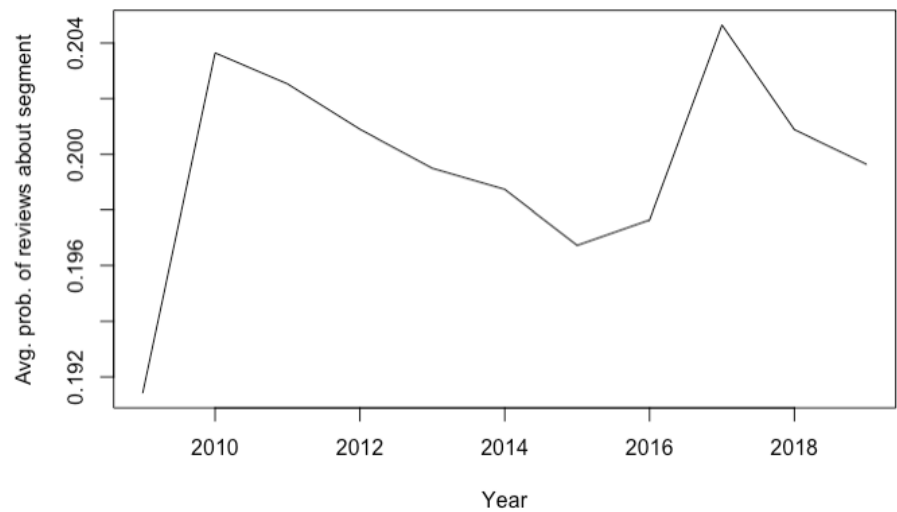# Enjoyment

Novelty

Home Benefits and Enjoyment overlap

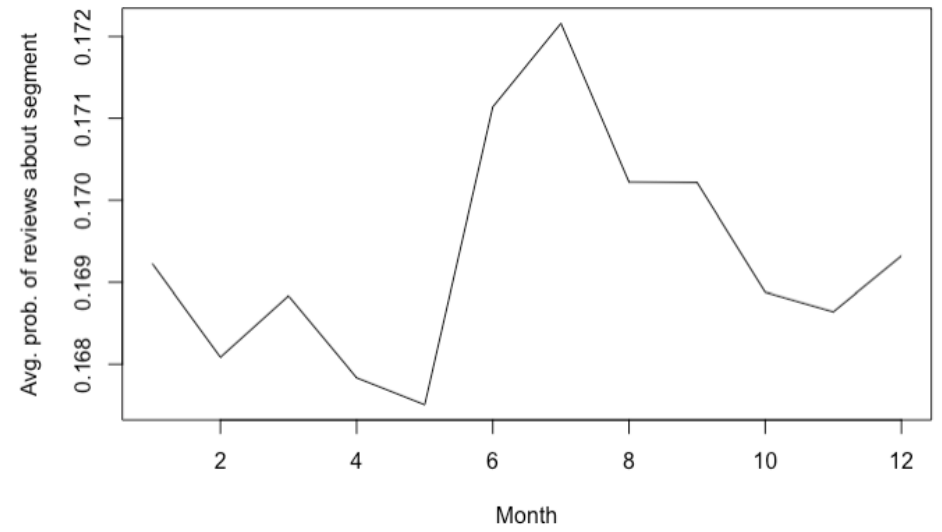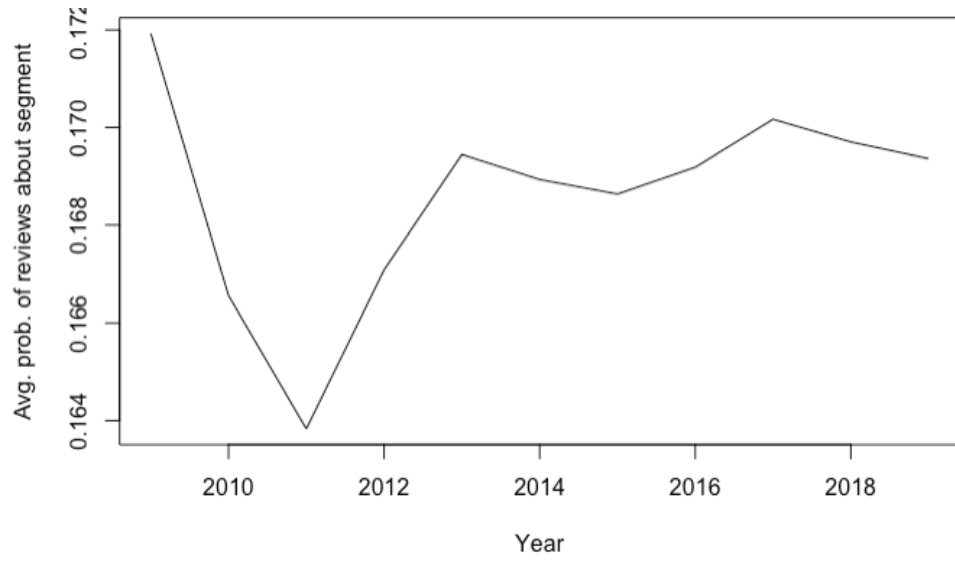### *Entire Apartment/House in Outer London*
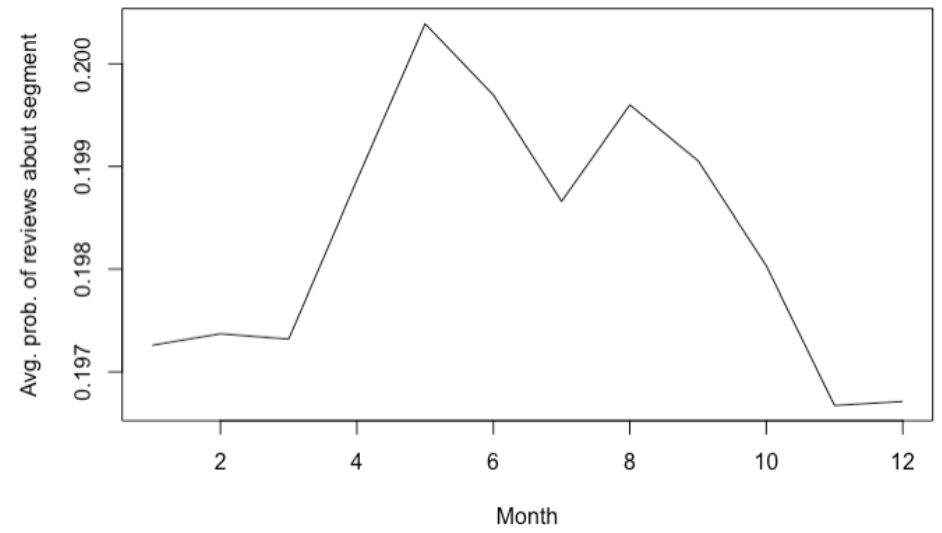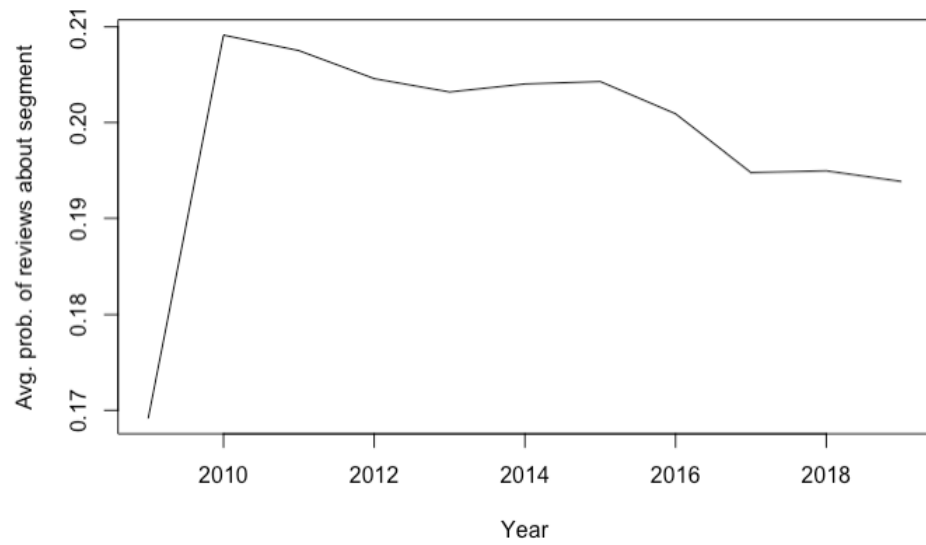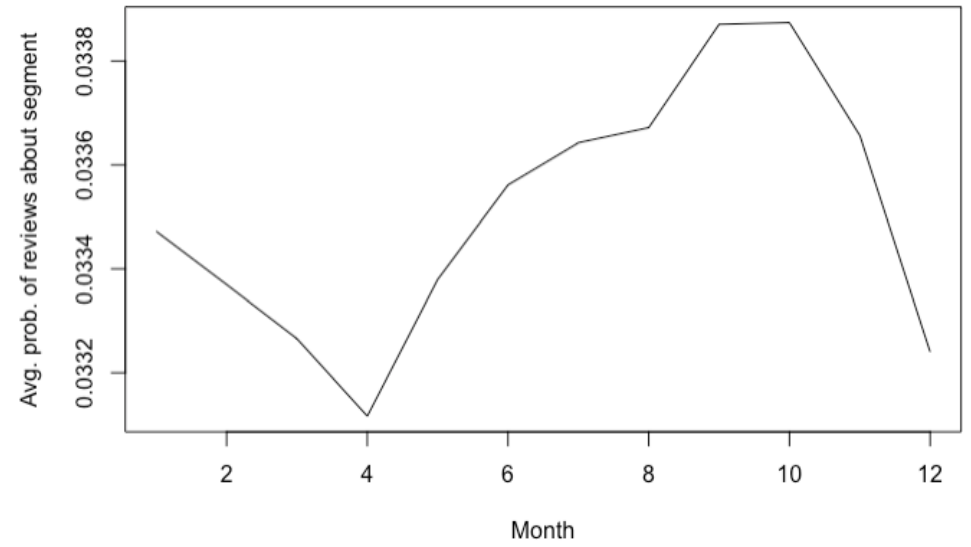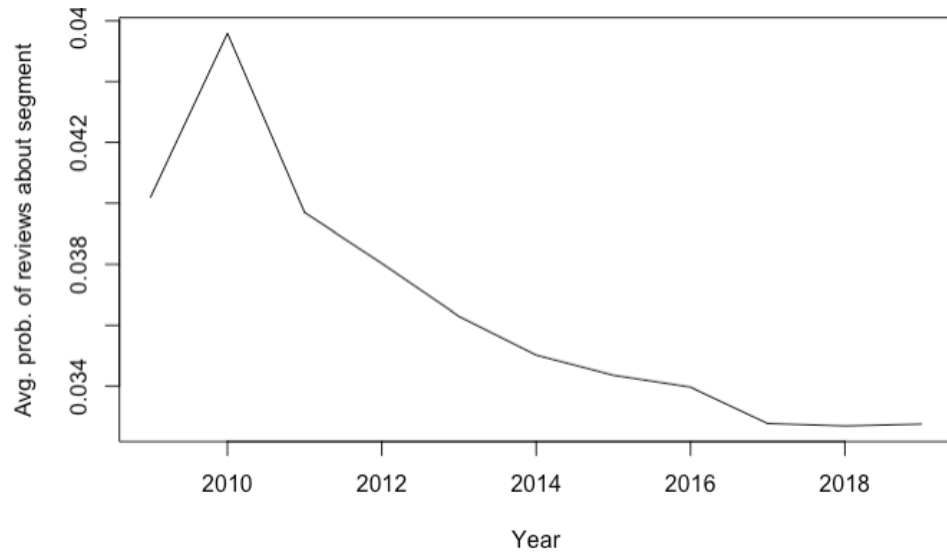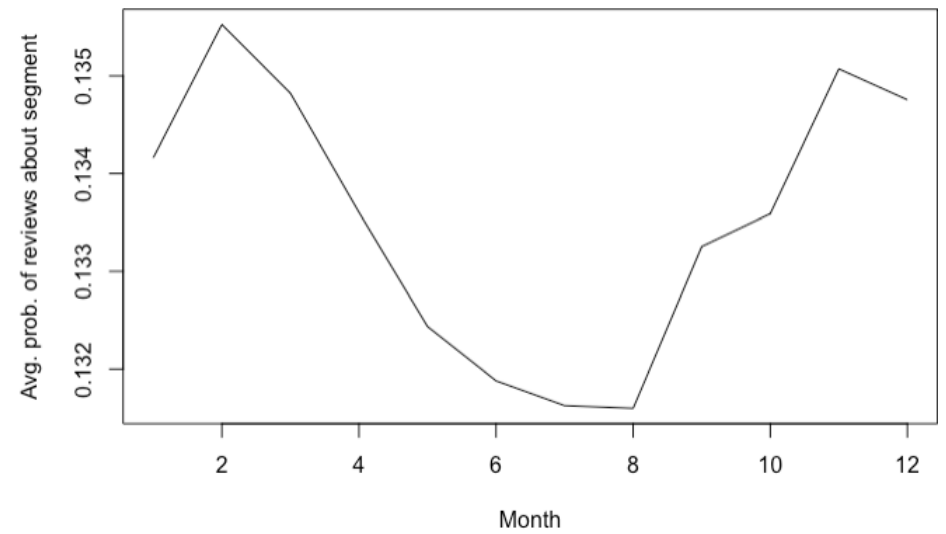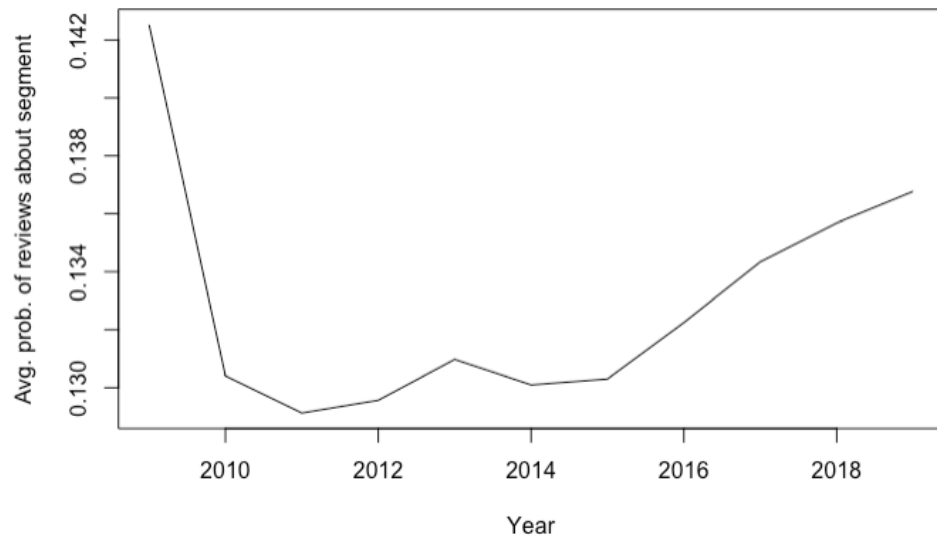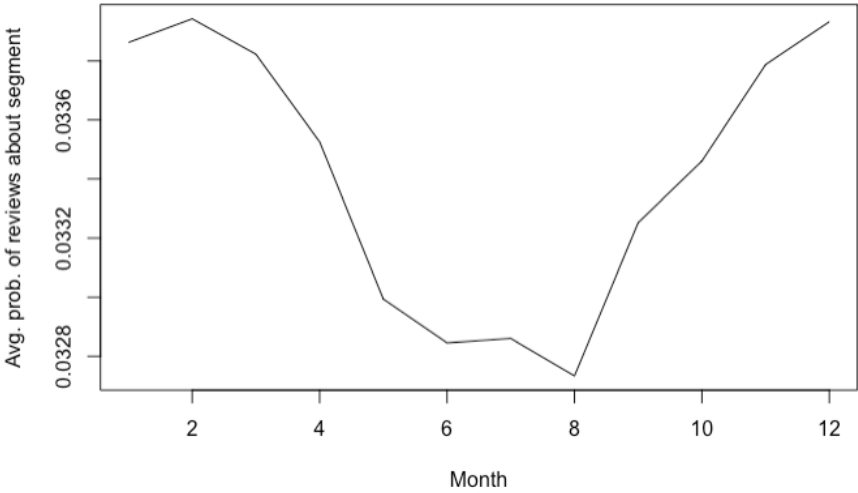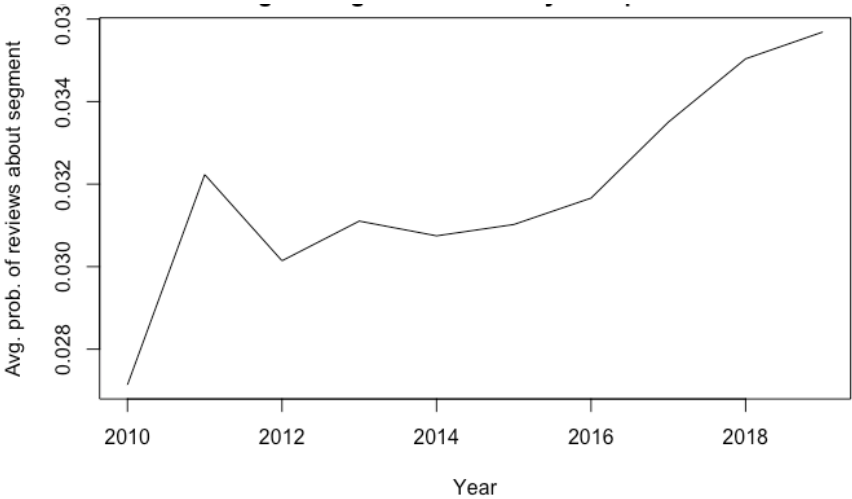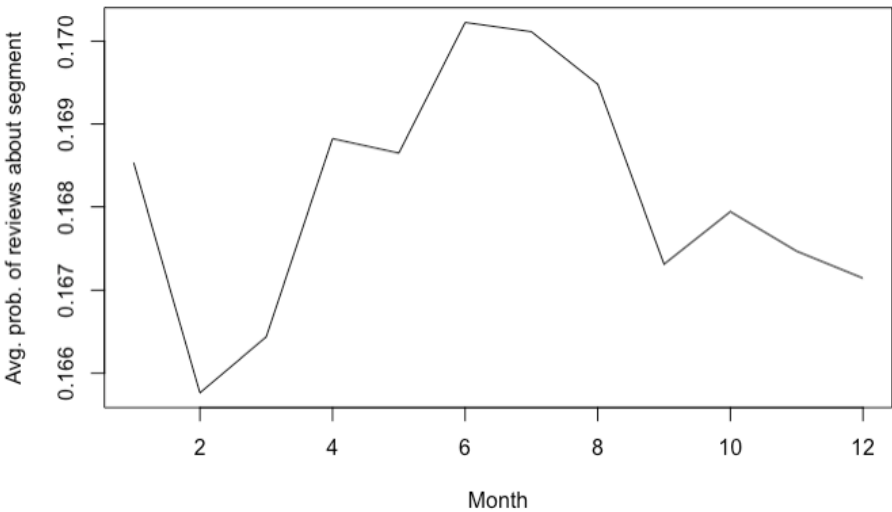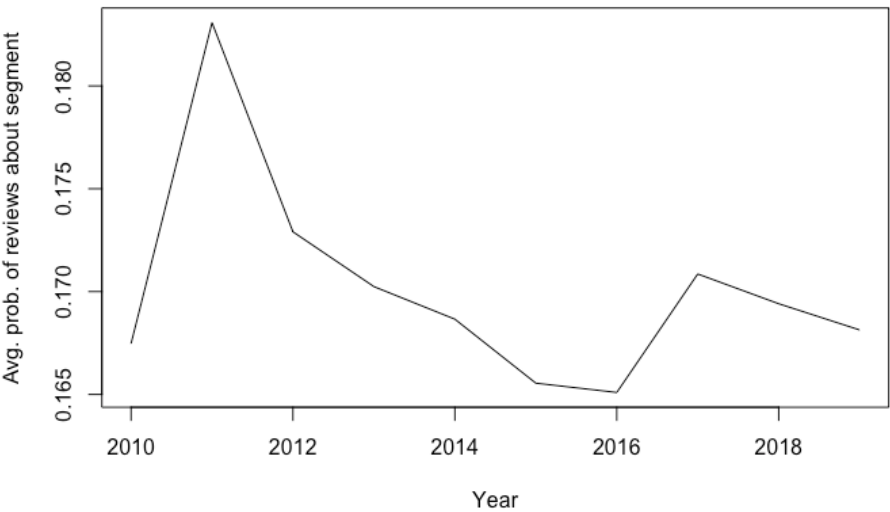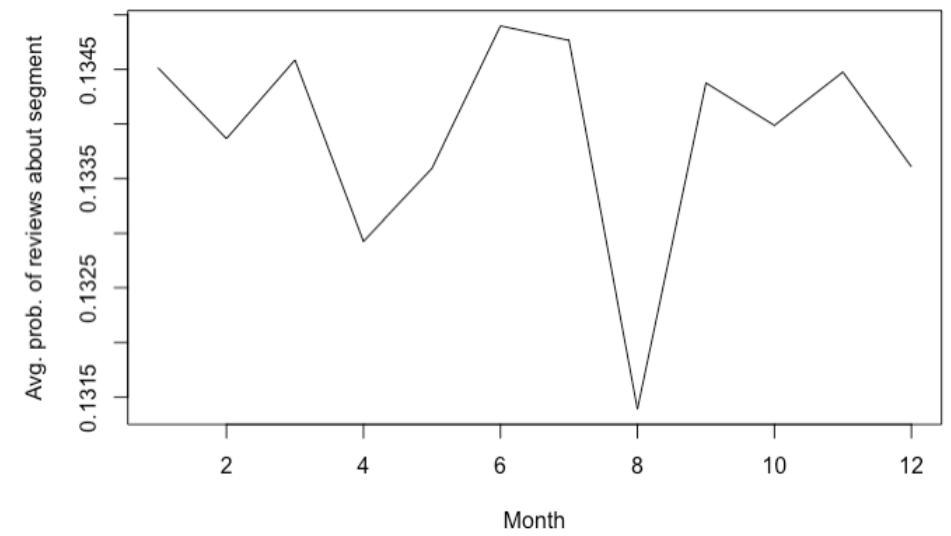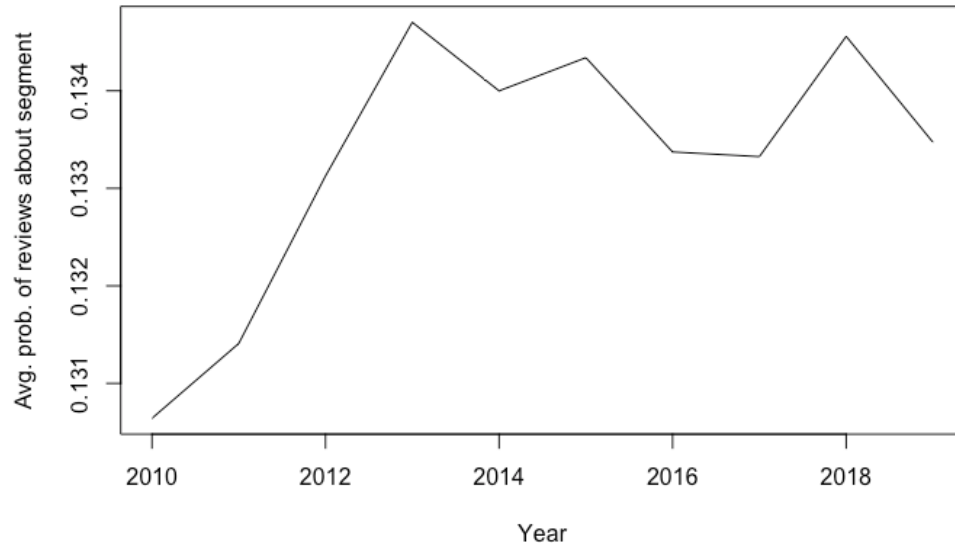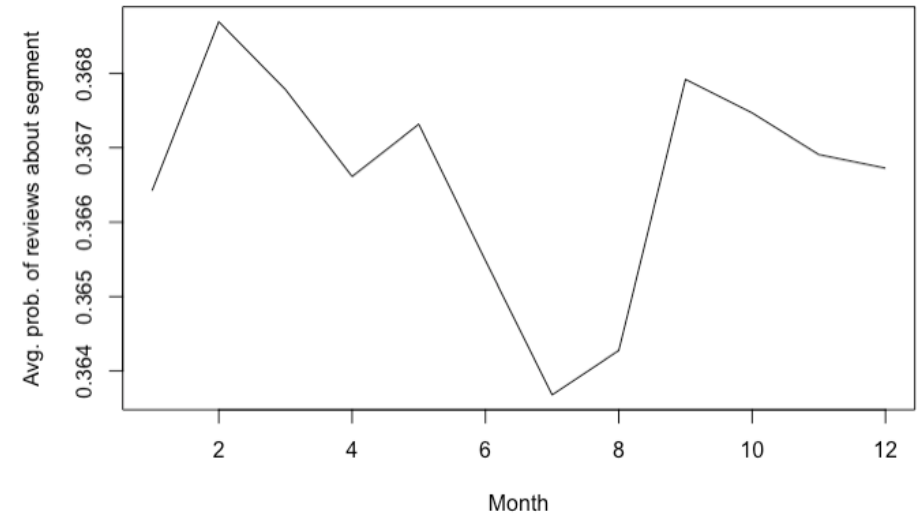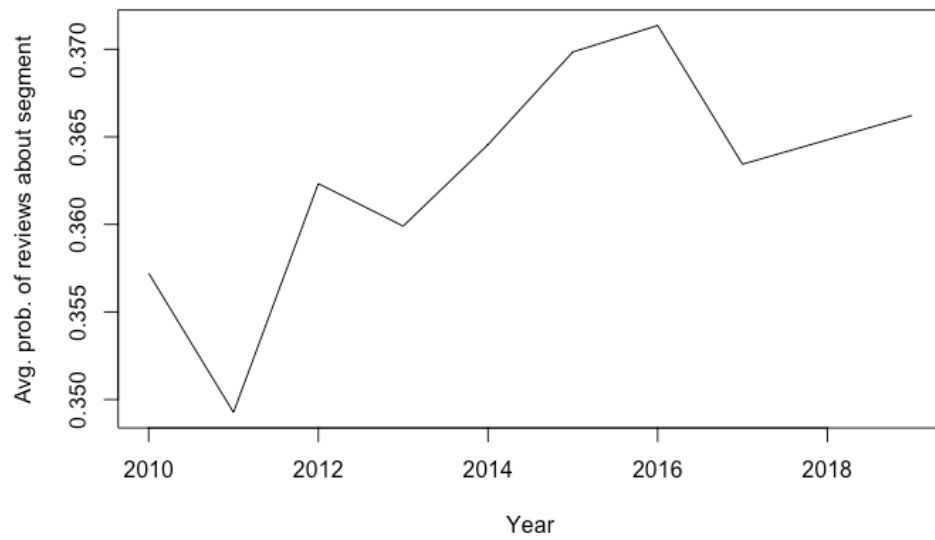
Price value
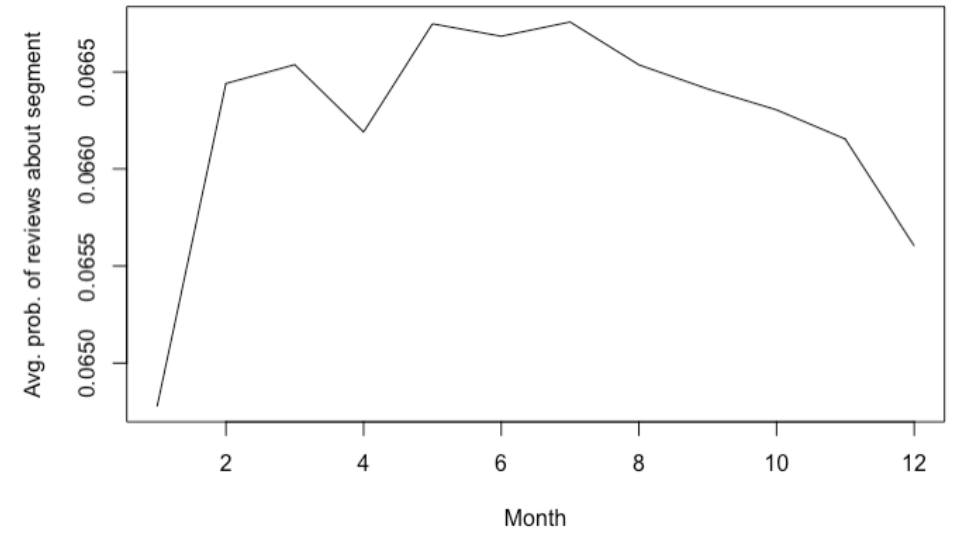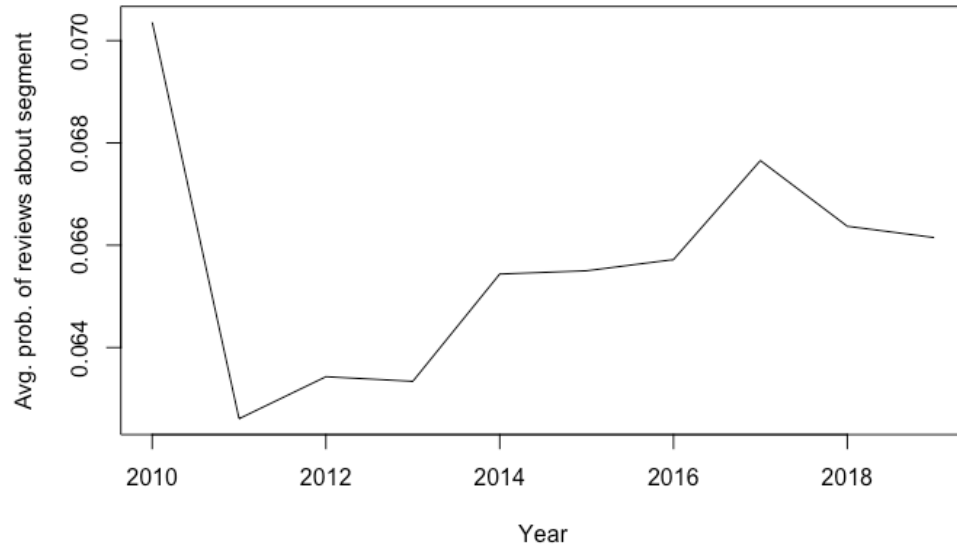

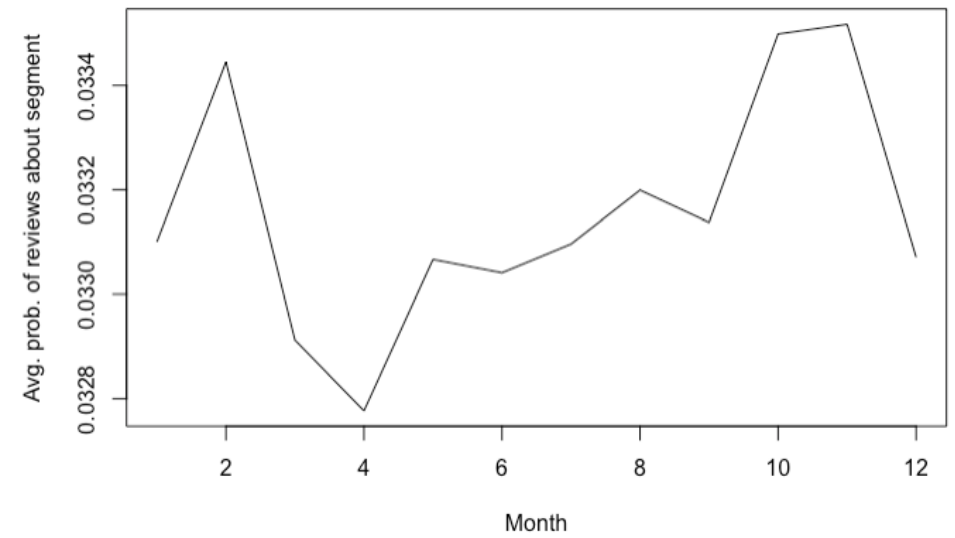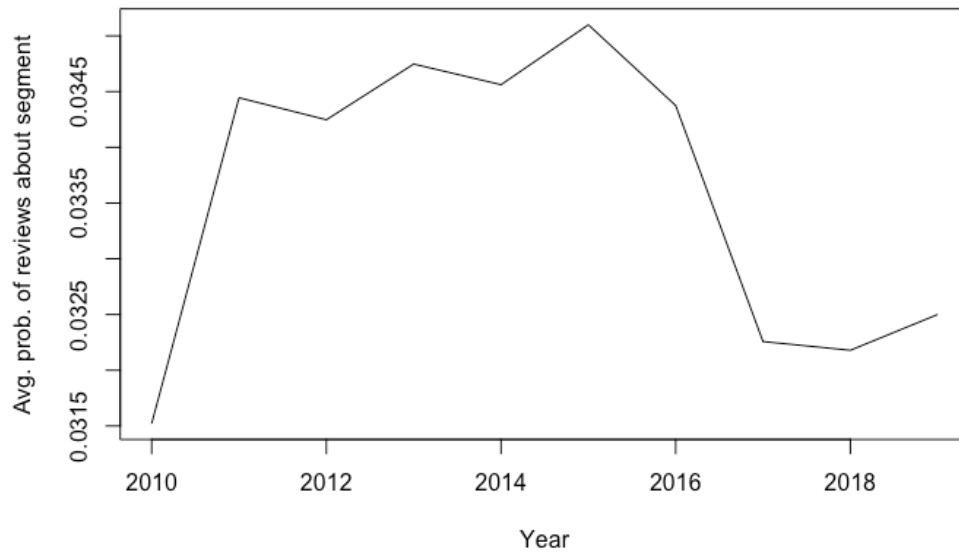Location – Practical Demand

Home Benefits

Enjoyment

Location – Experiential Demand

Novelty

Enjoyment and Location – Experiential Demand overlap