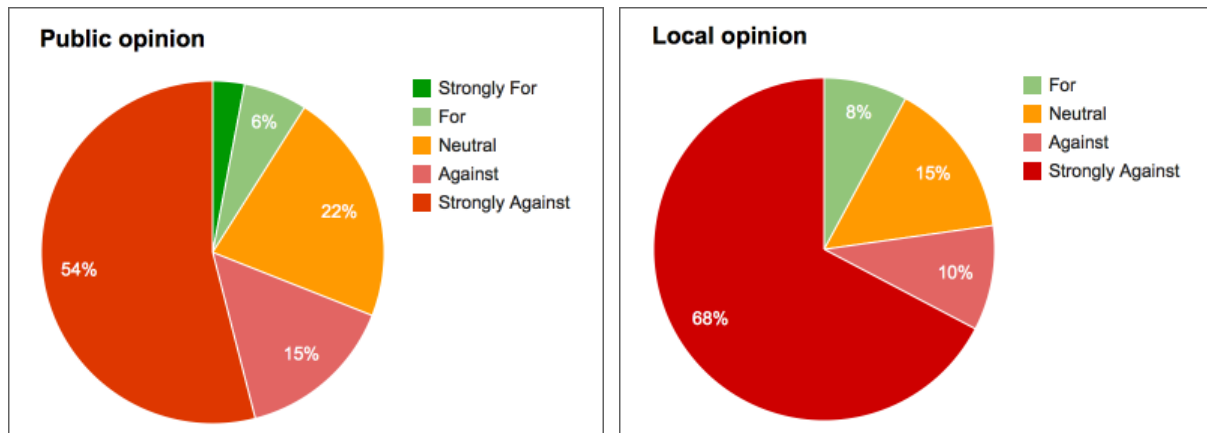


Public Opinion survey on development of 69 Highgate High Street site.

The Highgate Society surveyed 104 members of the public on the afternoon of Saturday the 28th December near the site of the development recently approved on appeal. Participants were informed of the status of the development and shown three photo montages from different angles and asked for their opinion. No further information was provided unless asked for, and then only factual so as to avoid colouring responses.

The results show that 69% oppose the development, 54% strongly. The next largest section of respondents were neutral, (22%). Only 3 people (3%) were strongly in favour. One of these was an Architect. Two further Architects and a Developer were in favour. Without their participation the survey would have revealed only 5.00% of respondents favouring the development at all. Many of the 'neutral' respondents were also not local residents. When considering only respondents who reported that they were locals the 69% majority opposing the development rises to 78% (including Architects!).



	Attitude of respondents to development					
	Total	Strongly for	Weakly for	Indifferent	Weakly against	Strongly against
Respondents	104	3	6	23	16	56
Percent	100%	3%	6%	22%	15%	54%
Excluding architects		2	3	23	16	56
Percent		2%	3%	23%	16%	56%
Known to be local			5	9	6	42
Percent			8%	15%	10%	68%