

radio by Ministers, back-bench Conservative M.P.s and prominent Labour, Liberal and other pro-Market personalities; poster and sticker advertising by the BCEM; conferences and seminars at various places in the country, some sponsored, some spontaneous; further Government Fact-sheets; further pamphlets by the non-Governmental organisations; a spontaneous full page Times advertisement by Lord Stokes, Chairman of BLMC, supporting EEC membership; and letters to the press and M.P.s.

37. The impact was immediate. Reports from all sources indicated a substantial favourable movement of public opinion. This failed to divert the Labour leadership at the special Labour Party Conference on 17 July but clearly boosted the pro-Market minority at that Conference. On 22 July the ORC poll registered near parity in its sample of public opinion (42% "for" to 43% "against") with a significant reduction in the "very strongly against". On 30 July the ORC for the first time registered a majority in favour (45% to 41%).

38. Reviewing the situation on 21 July, Ministers agreed that the launching had been a resounding success. They also agreed that:

- (a) The campaign should continue on the same lines and all-out until Parliament rose on 6 August;
- (b) a second phase campaign should be mounted for the holiday season, August to mid-September, geared to that season and taking account of the favourable movement of opinion. The aim should be to keep the issue of Europe before the public, both nationally and locally, but
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