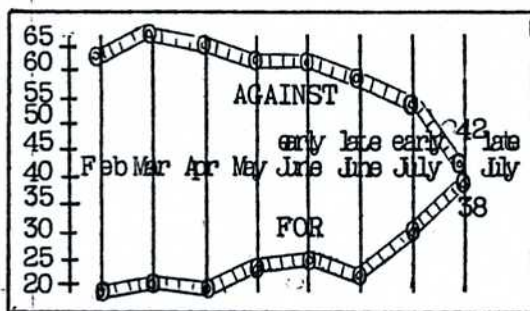


showed 58% against EEC membership and only 21% in favour, with the remainder "don't knows". There was a further and distinct improvement when the negotiations with the Six were successfully concluded at Luxembourg on 23 June. On 4 July, the ORC poll still gave 51% against, of whom 31% were strongly against; compared with 40% in favour of whom only 15% were strongly in favour. Other polls showed even larger adverse gaps. A "poll of polls", drawing on surveys by the four main polling organisations - Gallup, National Opinion Polls, Harris Poll, and the Opinion Research Centre - subsequently displayed the trend as follows:



II : OBJECTIVES AND TARGETS

10. The main objective was defined by Ministers when the campaign was first foreseen in September 1970, as : "to achieve the maximum vote in favour of our policy in the House of Commons, assuming that the negotiations in Brussels are successful and produce an agreement that HMG feel they can recommend to Parliament". In June 1971, a further objective was added "to convince Members of Parliament that the tide of public opinion was moving in favour of joining the EEC".