



Richard Nixon

Running Mate:
Spiro Agnew

- Republican Candidate
- New York
- Vice President from 1953-1961
- Senator of California 1950-1953
- Member of House from 1947-1950
- Lawyer
- Appealed to "silent majority" of socially conservative Americans
- "Peace with Honor" in Vietnam and to



Hubert
Humphrey

Running Mate:
Edmund Muskie

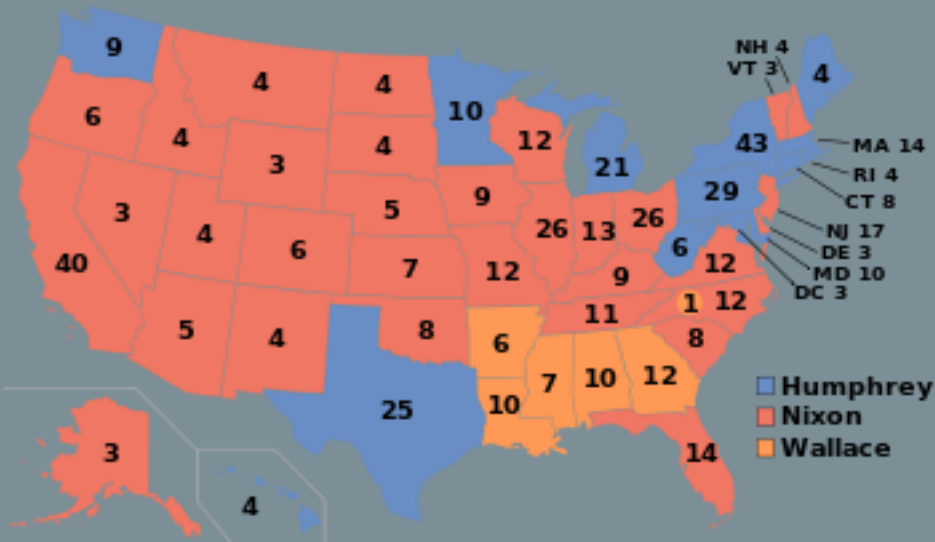
- Democratic Candidate
- Minnesota
- Vice President from 1965-1969
- Filled shoes of Lyndon B. Johnson who could have run for a second term but withdrew
- Backing from labor unions and other democrats who were troubled by anti-war protesters
- Avoided primaries concentrated on winning delegates in non-primary



George
Wallace

Running Mate:
Curtis Lemay

- American Independent Party
- Alabama Governor 1963-1967
- Surprisingly successful for 3rd party
- Won most states in south because of policy of non-government intervention for school segregation
- No 3rd party candidate since has won an entire state's electoral votes



Results

Nominee	Nixon	Humphrey	Wall
Electoral Vote	301	191	46
States Carried	32	13+D.C.	5
Popular Vote %	43.4	42.7	13.5

13 states with a margin of victory less than 5%, Nixon won 9 of those.

Aftermath

Nixon's victory is seen as a realigning election. This was a switch from a democratic majority to a republican majority. From 1968 to 2008 Republicans won 7 out of 10 elections. Election began a long-term realignment of the Democratic Party (2012?).

After 1968 only way to win a parties nomination was

Context

1964 Election:

- Lyndon B. Johnson took over remainder of JFK's term.
- Won in a historic landslide against Barry Goldwater (486-52 electoral votes)

Time of civil unrest:

- War in Vietnam
 - Timing of Tet offensive
 - U.S. embassy attack
- Civil Rights Movement