

**HANDOUT**

# 1968 ELECTION



**RICHARD NIXON**  
and Spiro Agnew

POPULAR VOTE: 31,770,237  
ELECTORAL VOTE: 301

**REPUBLICAN**



**HUBERT HUMPHREY**  
and Ed Muskie

POPULAR VOTE: 31,270,533  
ELECTORAL VOTE: 191

**DEMOCRAT**

1968 was perhaps the most dramatic and traumatic election year in U.S. history. The war in Vietnam was a disaster, prompting President Lyndon Johnson's announcement that he would not seek reelection. Just days later the assassination of Dr. Martin Luther King Jr. shocked the nation and ignited race riots in more than 60 cities. The country was in crisis as candidates and parties crafted their campaigns.

Nixon was **Vice President** under Eisenhower.

Nixon ran on a platform of **law and order**.

With the **Democratic Party divided**, Nixon skillfully avoided taking public stands or debating issues.

The **highly managed campaign** for Nixon included the use of polls, focus groups, and computers.

Carefully crafted TV **sound bites** helped keep Nixon on the nightly news.

Nixon claimed to have a **"secret plan"** to end the war in Vietnam. He later admitted that he lied.

Humphrey was the current **Vice President** under Johnson.

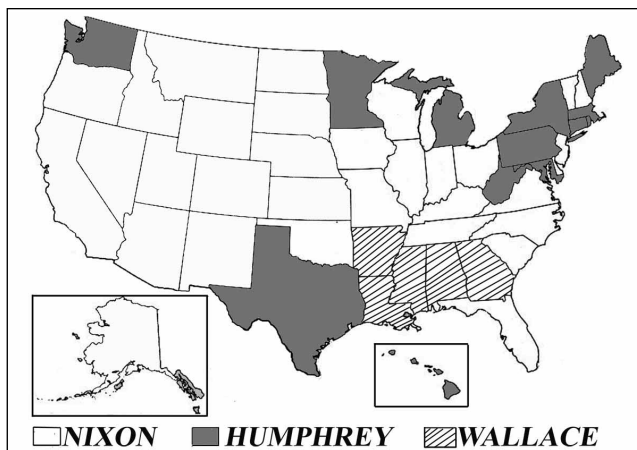
**Eugene McCarthy** ran as a peace candidate in the Democratic primaries, nearly beating President Johnson.

**LBJ quit the race** in March and threw his support behind Hubert Humphrey.

**Young people** abandoned Humphrey for McCarthy and Kennedy.

**Robert Kennedy**, the charismatic brother of slain president John F. Kennedy, entered the race as a peace candidate, winning the California primary on June 6, the night he was assassinated.

Humphrey accepted the nomination at the divided **Democratic convention** in August. Thousands of protesters chanted, "The whole world is watching," as they battled **Chicago police** in front the TV cameras.



1968 Election Results by state



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**GEORGE WALLACE**  
and Curtis LeMay

POPULAR VOTE: 9,906,141  
ELECTORAL VOTE: 46

**INDEPENDENT**

Wallace was famous for opposing the **racial integration** of Alabama schools.

Wallace ran as a **conservative alternative** to the mainstream candidates, winning 5 Southern states in November.