Prior to 1964, liberals dominated American Society, socially, economically and politically. There were advancements in all aspects in society. Minorities were gaining more rights, women were breaking into the outside world of work, and government was going through new economic policies. But, with the election of Nixon came a gradual return to conservatism and a change of the old liberal ways. The resurgence of conservatism in American politics and government in the years 1964-2005 was a backlash against the 1960s liberal social and economic policies.

The government's political and economic policies contributed to the rise of conservatism. Most notable of the federal reforms were initiated by liberal Lyndon B. Johnson and his Great Society Plan. His War on Poverty speech called for a war on poverty to give people a second chance by spending millions on education, job training, housing, and healthcare. Johnson's intentions were in some ways a conservative one. He wanted to give people a hand-up, not a hand-out and make them dependent on the money earned from taxing the more fortunate (Document A). Reflecting the liberal mood of the 1960s, voters flocked to the polls to vote for Johnson because in part by their faith in Great Society programs. Johnson received 61.1% of the popular vote and 90.3% of the electoral college vote and captured almost all southern states (Document B). However, not everybody was a fan of Johnson’s Great Society, conservatives charged that the billions spent for social engineering had simply been flushed down the waste pipe. Also conservatives, such as Ronald Reagan, condemned the democratic liberals philosophy of big government. Reagan also sparked the neoconservatives as the reaction to excesses of ‘60s