With **National Popular Vote**, candidates will not ignore small states. In 2004, seven rural Western states* yielded a bigger margin for George Bush than California did for John Kerry—despite California's population being three times larger.

You needn't be big in order to generate attractive vote margins. **NPV** would place this unexplored electoral frontier back on the map.

*The seven states included are: Idaho (228,137 margin for Bush in 2004), Montana (92,353), Nebraska (258,486), North Dakota (85,599), South Dakota (83,340), Utah (422,543), Wyoming (96,853).