

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.

WY, UT, MT, NE,
ID, ND, SD

1.27
million

Bush margin



CA

1.24
million

Kerry margin

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).