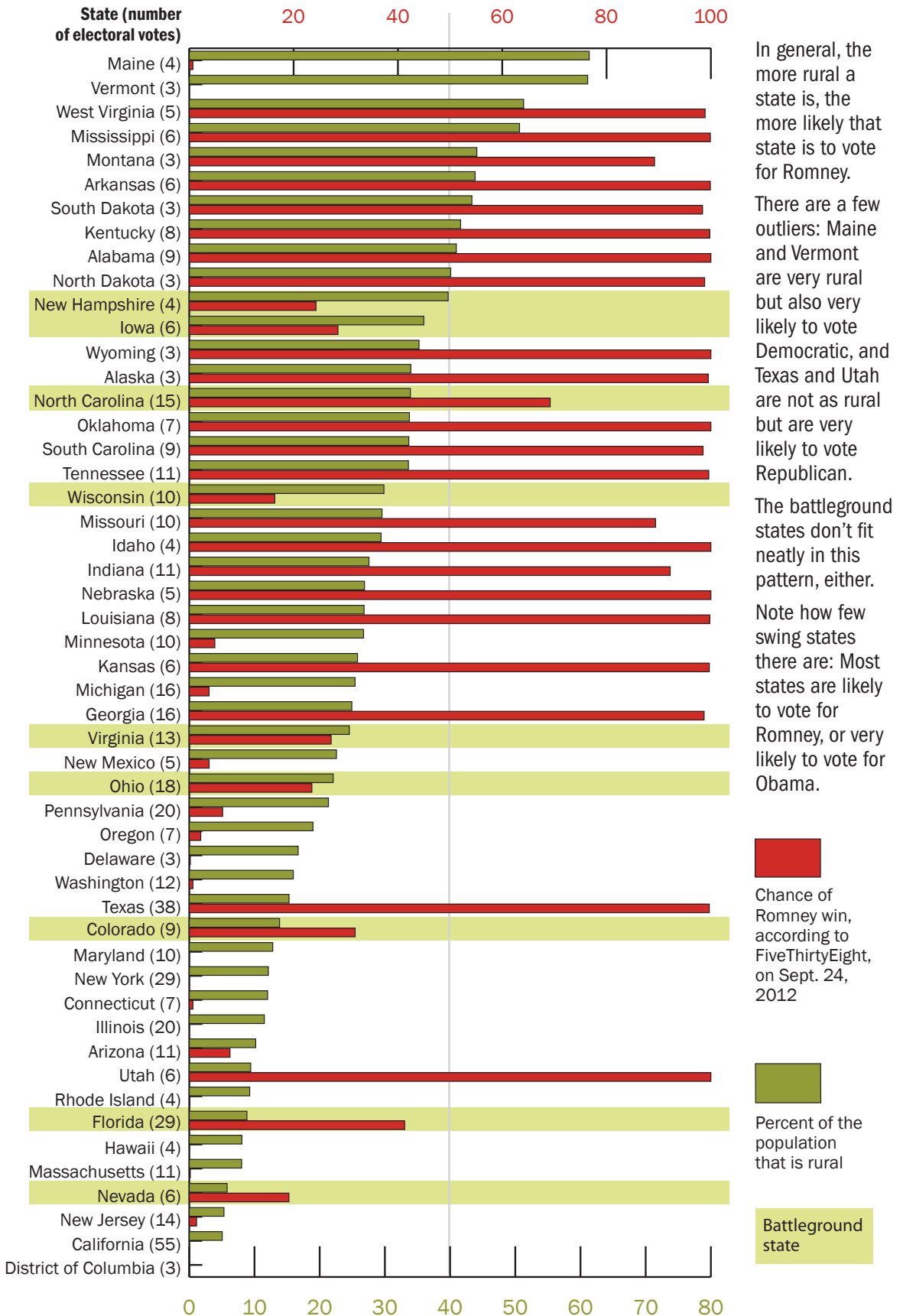


ROMNEY'S RURAL BASE

Romney's chance of winning (as of 9/24, according to FiveThirtyEight*) compared to the percentage of the population that is rural



In general, the more rural a state is, the more likely that state is to vote for Romney.

There are a few outliers: Maine and Vermont are very rural but also very likely to vote Democratic, and Texas and Utah are not as rural but are very likely to vote Republican.

The battleground states don't fit neatly in this pattern, either.

Note how few swing states there are: Most states are likely to vote for Romney, or very likely to vote for Obama.

Chance of Romney win, according to FiveThirtyEight, on Sept. 24, 2012

Percent of the population that is rural

Battleground state

*FiveThirtyEight (Nate Silver's Political Calculus) uses statistical modeling to make educated guesses about the outcome of political races. Poll results and the trends in and results of previous elections are part of the equation. The results vary daily, based on available polling. Learn more at <http://fivethirtyeight.blogs.nytimes.com/>.