“This is not an issue-based election,” Michael Traugott told the 40-some participants in the October 25 Living Room Chat *Twelve Days to the US Presidential Election*. “It is a motivational race.” And, there is a compositional effect of who the likely voters are and their shifts of enthusiasm over time, said the professor of communication studies and senior research scientist in the ISR's Center for Political Studies.

A respected national pollster, Professor Traugott gave fascinating details about comparisons to past elections, and the results of various current polls—at that time President Obama was ahead slightly in some and neck and neck with Governor Romney in others. Traugott interpreted what the results would mean and how they related to past elections.

He stressed the importance of the gender gap and cautioned us to pay attention in the following two weeks to the composition of samples of men and women. Now the campaign is all about the women, he explained.

For his past two chats on presidential elections we thanked Traugott with political pollster-related gifts (a signed first copy of George Gallup's first book ever written on political polling, and a copy of the first ever political cartoon on polling that had hung on George Gallup's wall until his death.) This time we thanked him with gifts relating to his long-time love of fly-fishing with a first edition, first printing signed book, *Misadventures of a Fly Fisherman* by Jack Hemingway, and five antique fly fishing postcards, dating as far back as 1940 and 1912.
Renu Malhotra, with help from her husband, was again the perfect hostess. Her large home allowed us to accommodate more than the usual 30 participants. FWC members brought especially elegant and tasty treats for the coffee reception that followed the chat. Thanks also go to Yoshiko Mishina for her photographic record of the chat and to Carol Kaplan and Liz Messiter for their much-appreciated assistance.