



CLEGG BEING BACKED TO NICK IT - TV Election Betting Latest -

(14 April 2010) Nick Clegg is being well backed to be the star of the first ever TV political debate in the UK with Paddy Power punters backing the Lib Dem leader in from a 5/2 outsider to 7/4 second favourite.

Whilst David Cameron is the odds-on favourite to be declared the official winner in polls at 10/11 Clegg has leapfrogged Brown who has drifted out to 10/3 from 7/4.

Darren Haines, spokesman for Paddy Power, said: "As the most unknown of the three leaders Nick Clegg has the least to lose and could benefit from the surprise factor. But if the betting is right, nobody is expecting a strong performance from Brown. It is often said that it is the leaders who have the most to lose in a TV debate so will Brown come to regret agreeing to the programmes come May 6th?"

"Britain" 10/1 Favourite in Cliché Bingo Betting

Its eyes down when the three election hopefuls go head to head in Britain's first televised election debate with Paddy Power bringing in their popular cliché bingo betting.

The bookie, who has been running commentator cliché betting in major sports events since Euro 2004, are betting on the first phrase used by one of the three party leaders and make "Britain" and "Jobs" the joint-favourites at 10/1 with "crime" and "manifesto" at 12/1.

With the ITV debate focusing on domestic affairs, other words proving popular in the early betting include "NHS" and "education" at 14/1, "change" at 16/1 and "recession" at 18/1. Key names from the Tory, Labour and Lib Dems past and present are also in the running for first cliché used with Vince Cable and Tony Blair at 20/1, and Margaret Thatcher at 40/1.

The cliché betting will start after Brown, Cameron and Clegg have made their rehearsed opening statements.

Some apt quotes could also be shoe-horned into the debate with Tony Blair's 'I came into politics to change the country' at 50/1 and "now is not the time for soundbites" at 66/1. Ronald Reagan's famous dismissal of President Carter "There you go again", seen as a pivotal TV debate moment in his 1980 Election victory, is 33/1 whilst Winton Churchill's grandiose "those that fail to learn from history are doomed to repeat it" at 100/1 could be a pointed barb from Cameron or Clegg to Gordon Brown.

Darren Haines said: "The three leaders will have rehearsed in great detail what they plan to say and there will be few words said that haven't been planned in advance. We all know how politicians simply can't resist a soundbite so it won't be long before the trusted clichés and phrases start getting rattled off."

TV DEBATE BETTING

Who will win the first TV Debate?

10/11 Cameron
7/4 Clegg
10/3 Brown

(As determined by ICM poll)

TV Debate Cliché Betting

What Cliché will be said by a Party Leader first?

10/1 Jobs
10/1 Britain
12/1 Crime
12/1 Manifesto
12/1 Afghanistan
14/1 Employment
14/1 Rubbish
14/1 NHS
14/1 Education
14/1 Iraq
16/1 Hung Parliament
16/1 Immigration
16/1 Change
16/1 Reform
16/1 Lies
18/1 Climate Change
18/1 Law and Order
18/1 Trust
18/1 Iran
18/1 Debt
18/1 Deficit
18/1 Recession
20/1 Working class
20/1 18 years
20/1 Tony Blair
20/1 Constitution
20/1 Vince Cable
25/1 Proud to be British
25/1 Family man
25/1 Squandered
33/1 Expenses
33/1 I will cut taxes
33/1 There he goes again
33/1 I stand here before you
33/1 Cannabis
33/1 Punishment
33/1 I love this country
40/1 Eton
40/1 Margaret Thatcher
40/1 Gay
40/1 BNP
50/1 I came into politics to change the country
50/1 Education, Education, Education
50/1 This man's not for turning
50/1 Normal guy
50/1 Humble background
50/1 Obama
66/1 Now is not the time for sound bites
66/1 This is our moment
80/1 I am a fighter not a quitter
100/1 Money is not the only answer
100/1 Those that fail to learn from history are doomed to repeat it

100/1 Radio Face
500/1 Paddy Power

First to Noticeably Perspire

13/8 Clegg
13/8 Cameron
7/4 Brown

5/1 Any party leader not to shake hands with another at the end of the debate

First Audience Rule To Be Broken

11/8 Applauding
7/4 Booring
4/1 Heckling
9/2 Cheering
50/1 Streaking

ITV Election Debate Peak Viewers

4/1 Under 8 million
5/2 8,000,000 - 11,000,000
7/4 11,000,001 - 14,000,000
9/4 14,000,001 - 17,000,000
6/1 17,000,001 - 20,000,000
16/1 Over 20,000,000

Which TV Debate Will Have The Highest Viewing Audience

1/2 BBC
6/4 ITV
10/1 Sky

ELECTION BETTING LATEST

Winner

1/8 Conservatives
9/2 Labour
200/1 Lib Dems

Hung Parliament

8/15 Conservative majority
7/4 Hung Parliament
12/1 Labour majority

Ends

For further Paddy Power betting or information please contact:

Darren Haines
UK PR Manager
Paddy Power Plc
T: 0207 0899 799
M: 07771 650 330
dhaines@paddypower.com