

9 February 2012

**YouGov plc (“YouGov” or the “Company”)**

**Pre-close Trading Update**

YouGov plc, the international online market research agency, today issued the following update for the six months to 31 January 2012, ahead of the interim results announcement due in April 2012.

Trading across the Group in the first half of the current financial year has been in line with our expectations and the Board is confident of the full year outcome. Double digit organic revenue growth has been achieved in the six months. As announced at the time of the preliminary results in October, the Group is investing significantly in developing new markets and products which has reduced profit margins in the first half.

The Group's balance sheet remains strong with net cash at 31 January 2012 of approximately £10 million.

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