

**1 February 2019**

**YouGov plc  
("YouGov" or "the Group")**

**Total Voting Rights**

YouGov, the international research and data analytics group, announces that, as at 31 January 2019 the Company's issued share capital consisted of 105,587,220 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure of 105,587,220 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Group under the Financial Conduct Authority's Disclosure and Transparency Rules.

**Enquiries:**

**YouGov plc**

Tilly Heald (Company Secretary)

020 7012 6000

**FTI Consulting**

Charles Palmer / Harry Staight

020 3727 1000

**Numis Securities (Nomad and broker)**

Nick Westlake / Michael Wharton

020 7260 1000