

**8 February 2016**

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

**Trading Statement**

YouGov, the international market research and data analytics group, today issues the following update for the six months ended 31 January 2016:

We are pleased to report that trading in the first half of the current financial year has been in line with the Board’s expectations and the Company continues to make progress in accordance with its stated strategy.

In line with that strategy, we have further increased the proportion of Group revenue from data products and services reflecting continued strong revenue growth of our main products (YouGov BrandIndex and YouGov Omnibus). The adoption of our new YouGov Profiles product by clients in the USA and Germany (where it was launched in 2015) as well as in the UK is progressing as planned. Our custom research business has also continued to perform well in this period.

The Company will announce its interim results for the six months ended 31 January 2016 on Monday 21 March 2016.

Enquiries:

YouGov plc  
Stephan Shakespeare / Alan Newman  
020 7012 6000

FTI Consulting  
Charles Palmer / Antonia Gray / Karen Tang  
020 7831 3113

Numis Securities Limited (NOMAD and broker)  
Nick Westlake / James Serjeant / Oliver Hardy  
020 7260 1000