

29 March 2017

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

Director/PDMR Dealings

YouGov, the international market research and data analytics group, announces the Director/PDMR Dealings as outlined in the below tables.

Stephan Shakespeare, Chief Executive Officer, has made a charitable donation of 21,053 ordinary shares from his personal shareholding in the Company. Following this donation, Mr Shakespeare is beneficially interested in 7,417,556 shares in the Company, representing approximately 7.1% of the Company's issued share capital.

Enquiries

YouGov plc

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**DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY
ASSOCIATED PERSONS**

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Stephan Shakespeare	
2.	Reason for the notification		
a)	Position/status:	Chief Executive Officer (Executive Director)	
b)	Initial notification/Amendment:	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	N/A	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Disposal of shares	
c)	Price(s) and volume(s):	Price(s) £0.00	Volume(s) 21,053
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	29 March 2017	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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ASSOCIATED PERSONS**

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Alex McIntosh	
2.	Reason for the notification		
a)	Position/status:	Chief Strategy Officer (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	N/A	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Disposal of shares	
c)	Price(s) and volume(s):	Price(s) £2.600	Volume(s) 5,770
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	28 March 2017	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Alex McIntosh	
2.	Reason for the notification		
a)	Position/status:	Chief Strategy Officer (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	N/A	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Acquisition of shares	
c)	Price(s) and volume(s):	Price(s) £2.605	Volume(s) 5,753
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	28 March 2017	
f)	Place of the transaction:	London Stock Exchange [XLON]	