

22 December 2016

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

PDMR Dealings

YouGov, the international market research and data analytics group, announces that it was notified on 21 December 2016 that Global Shares Ireland Ltd, the Company’s share plan and corporate nominee administrator, used proceeds from dividends received on 12 December 2016 to purchase Ordinary Shares of 0.2p each in the Company at a price of £2.48 per Ordinary Shares on behalf of PDMRs as noted in the below tables as part of the automatic dividend reinvestment programme in relation to employee shareholdings.

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:	Ray Martin	
2.	Reason for the notification		
a)	Position/status:	Global CEO of Data Services	
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:	Purchase of shares (under dividend reinvestment programme)	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£2.48	253
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	20 December 2016	
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:	Saqibah Sheikh	
2.	Reason for the notification		
a)	Position/status:	Global CEO of Data Products	
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:	Purchase of shares (under dividend reinvestment programme)	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£2.48	137
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	20 December 2016	
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:	Sundip Chahal	
2.	Reason for the notification		
a)	Position/status:	Chief Operating Officer	
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:	Purchase of shares (under dividend reinvestment programme)	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£2.48	207
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	20 December 2016	
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:	Ted Marzilli	
2.	Reason for the notification		
a)	Position/status:	Global CEO of Data Products	
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:	Purchase of shares (under dividend reinvestment programme)	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£2.48	1,430
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	20 December 2016	
f)	Place of the transaction:	London Stock Exchange [XLON]	