

15 December 2017

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

PDMR Dealings

YouGov, the international market research and data analytics group, announces that it was notified on 14 December 2017 that Global Shares Ireland Ltd, the Company's share plan and corporate nominee administrator, used proceeds from dividends received on 11 December 2017 to purchase Ordinary Shares of 0.2p each in the Company at a price of £3.10 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

Tilly Heald (Company Secretary)	020 7012 6000
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FTI Consulting

Charles Palmer / Harry Staight	020 3727 1000
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Numis Securities (Nomad and broker)

Nick Westlake / Toby Adcock	020 7260 1000
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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):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.10</td> <td>133</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£3.10	133
Price(s)	Volume(s)					
£3.10	133					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a				
e)	Date of the transaction:	14 December 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:	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):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.10</td> <td>243</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£3.10	243
Price(s)	Volume(s)					
£3.10	243					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a				
e)	Date of the transaction:	14 December 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:	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):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.10</td> <td>840</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£3.10	840
Price(s)	Volume(s)					
£3.10	840					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a				
e)	Date of the transaction:	14 December 2017				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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5.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Doug Rivers				
6.	Reason for the notification					
a)	Position/status:	Chief Scientist				
b)	Initial notification/Amendment:	Initial notification				
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name:	YouGov plc				
b)	LEI:	N/A				
8.	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):	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£3.10</td> <td>6,349</td> </tr> </table>	Price(s)	Volume(s)	£3.10	6,349
Price(s)	Volume(s)					
£3.10	6,349					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a				
e)	Date of the transaction:	14 December 2017				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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ASSOCIATED PERSONS**

9.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Alan Newman				
10.	Reason for the notification					
a)	Position/status:	Chief Financial Officer				
b)	Initial notification/Amendment:	Initial notification				
11.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name:	YouGov plc				
b)	LEI:	N/A				
12.	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):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.10</td> <td>481</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£3.10	481
Price(s)	Volume(s)					
£3.10	481					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a				
e)	Date of the transaction:	14 December 2017				
f)	Place of the transaction:	London Stock Exchange [XLON]				