

31 May 2019

YouGov plc

("YouGov" or "the Group")

### Total Voting Rights and Block Listing Six Monthly Return

#### Total Voting Rights

YouGov, the international research and data analytics group, announces that, as at 31 May 2019, the Company's issued share capital consisted of 105,671,099 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure includes 495,000 Ordinary Shares that are held by the YouGov Employee Benefit Trust in order to satisfy awards under the employee share schemes.

Therefore, shareholders may use the figure of 105,176,099 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.

#### Block Listing Six Monthly Return

The Block Listing Six Monthly Return for the period 30 November 2018 to 30 May 2019 is as follows:

#### YouGov Historic Share Plans: Long Term Incentive Plan 2009

Name of <i>applicant</i> :		YouGov plc		
Name of scheme:		YouGov Historic Share Plans: Long Term Incentive Plan 2009		
Period of return:	From:	30/11/2018	To:	30/05/2019
Balance of unallotted securities under scheme(s) from previous return:		799,211 Ordinary Shares		
<u>Plus</u> : The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for):		Nil		
<u>Less</u> : Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):		46,474 Ordinary Shares		
<u>Equals</u> : Balance under scheme(s) not yet issued/allotted at end of period:		752,737 Ordinary Shares		
Name of contact:		Tilly Heald		
Telephone number of contact:		020 7012 6000		

YouGov Share Plans: Deferred Share Bonus Plan

Name of <i>applicant</i> :		YouGov plc		
Name of scheme:		YouGov Share Plans: Deferred Share Bonus Plan		
Period of return:	From:	30/11/2018	To:	30/05/2019
Balance of unallotted securities under scheme(s) from previous return:		153,726 Ordinary Shares		
<u>Plus:</u> The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for):		Nil		
<u>Less:</u> Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):		31,816 Ordinary Shares		
<u>Equals:</u> Balance under scheme(s) not yet issued/allotted at end of period:		121,910 Ordinary Shares		
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