

YouGov Director/PDMR Shareholding

RNS Number:5517N
YouGov PLC
08 December 2006

8 December 2006

YouGov plc - Directors' dealings

YouGov PLC ("the Company") was notified on 8 December 2006 that Peter Bazalgette, a non-executive director of the company acquired 2,500 shares in the company at a price of #7.95 per share. Following this transaction, Peter Bazalgette's total shareholding in the company is 39,689 shares representing 0.2% of the issued share capital of the company.

The shares referred to in the announcement are the issued Ordinary Shares of 1 pence each in the Company.

ENDS

Enquiries:

YouGov plc
Katherine Lee, Chief Financial Officer

Tel: 020 7618 3010

Financial Dynamics
Charles Palmer / Nicola Biles

Tel: 020 7831 3113