

YouGov PLC  
08 October 2007

Form TR-1 with annex. FSA Version 2.1 updated April 2007

For filings with the FSA include the annex

For filings with issuer exclude the annex

TR-1: Notifications of Major Interests in Shares

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

YouGov plc

2. Reason for notification (yes/no)

An acquisition or disposal of voting rights

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached

An event changing the breakdown of voting rights

Yes

Other (please specify):

3. Full name of person(s) subject to notification obligation:

Baillie Gifford & Co

4. Full name of shareholder(s) (if different from 3):

5. Date of transaction (and date on which the threshold is crossed or reached if different):

01-Oct-07

6. Date on which issuer notified:

05-Oct-07

7. Threshold(s) that is/are crossed or reached:

5%

8: Notified Details

A: Voting rights attached to shares

Class/type of shares	Situation previous to the triggering transaction		Resulting situation after the triggering transaction		
	Number of shares	Number of voting rights	Number of shares	Number of voting rights	Percentage of rights
If possible use ISIN code				Direct	Indirect
Ordinary Share GB00B1VQ6H25	3495500	5.23	Below 5%		Below 5%
					Below 5%

B: Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date	Exercise/ conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/ converted)	Percentage of voting rights
N/A				

Total (A+B)

Number of voting rights	Percentage of voting rights
Below 5%	Below 5%

9. Chain of controlled undertakings through which the voting rights and /or the financial instruments are effectively held, if applicable:  
In the narrative below, the figures in ( ) indicate the amount of voting rights and the percentage held by each controlled undertaking where relevant.

Baillie Gifford & Co, a discretionary investment manager, is the parent undertaking of an investment management group.

Its wholly-owned direct subsidiary undertaking Baillie Gifford Overseas Limited (1152500; 1.2%) is also a discretionary investment manager.

Its wholly-owned indirect (via Baillie Gifford Life Limited) subsidiary undertaking Baillie Gifford & Co Limited (2343000; 2.5%) is an OEIC Authorised Corporate Director and Unit Trust Manager which has delegated its discretionary investment management role to Baillie Gifford & Co.

Proxy Voting:

10. Name of proxy holder: N/A

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information: This notification is made to reflect a passive change in the percentage shareholding of Baillie Gifford & Co. It follows the most recent month end announcement made by YouGov plc on 1 October 2007 in accordance with DTR 5.6.1R that its issued voting share capital is 92,638,113 ordinary shares of 0.2p each

14 Contact name: Myra McIntyre  
Scott Russell

15. Contact telephone number: 0131 275 2154  
0131 275 2106

For notes on how to complete form TR-1 please see the FSA website.

This information is provided by RNS  
The company news service from the London Stock Exchange