

1 October 2019

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

Total Voting Rights

YouGov, the international research and data analytics group, announces that, as at 30 September 2019 the Company's issued share capital consisted of 105,731,003 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure includes 878,000 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 104,853,003, 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.

Enquiries:

YouGov plc

Tilly Heald (Company Secretary) 020 7012 6000

FTI Consulting

Charles Palmer / Leah Dudley 020 3727 1000

Numis Securities (Nomad and broker)

Nick Westlake / Matthew Lewis 020 7260 1000