

**29 July 2019**

**YouGov plc**

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

**Pre-Close Trading Update and Notice of Results**

YouGov, the international research data and analytics group, today announces a pre-close trading statement for the full year ending 31 July 2019.

We are pleased to report that the Group's trading for the year ending 31 July 2019 is now expected to be comfortably ahead of expectations for the year. With these results, YouGov has achieved another year of strong revenue and operating profit growth. Notably, revenue has continued to progress substantially ahead of the global market research sector.

This year, in line with our strategy and five-year plan, Data Products & Services continued its rate of excellent growth, and remains a strong contributor to profit, while Custom Research achieved growth rates above the industry average. YouGov continues to expand into new geographies - with organic operations in Canada and Mexico established during the year - and has experienced growth across all regions, with the core target markets of the UK and US remaining key drivers. As with previous years, while meeting our targets we have continued to invest throughout the period in our business to support further growth, with a particular focus on our technology and new products.

YouGov will publish Full Year Results for the year ended 31 July 2019 on Tuesday 8 October 2019. The YouGov management team will host a presentation for analysts at FTI Consulting, 200 Aldersgate, Aldersgate Street, London EC1A 4HD at 9.30am; should you wish to attend please contact FTI Consulting.

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