2 July 2019

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

Total Voting Rights

YouGov, the international research and data analytics group, announces that, as at 30 June 2019 the Company's issued share capital consisted of 105,698,053 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure includes 615,000 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 105,083,053, 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:

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