01 November 2018

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

Total Voting Rights

YouGov, the international research and data analytics group, announces that, as at 31 October 2018, the Company's issued share capital consisted of 105,506,727 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure of 105,506,727 may be used by shareholders 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.

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