

1 March 2017

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

Total Voting Rights

YouGov, the international market research and data analytics group, announces that, as at 28 February 2017, the Company's issued share capital consists of 105,047,993 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure of 105,047,993 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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