

**14 August 2013**

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

**Trading Update**

YouGov's trading for the year ended 31 July 2013 is in line with the Board's expectations. Our revenue growth continues to outperform the overall market research sector as the benefits of our on-going investment begin to come through. Consistent with this we are seeing strong growth as planned in our global data products and services.

The Group's balance sheet remains strong with net cash at 31 July 2013 of approximately £6 million.

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