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

Pre-close trading update

YouGov plc, the international online market research agency, issued today the following update for the six months to 31 January 2011, ahead of the interim results announcement due in April 2011.

Consistent with the comments made at the time of the AGM in December, overall trading across the Group in the current financial year, including Harrison Group which was acquired in August 2010, continues to be in line with the Board's expectations.

The Group's balance sheet remains strong with net cash at 31 January 2011 of approximately £11 million. This is after making the initial payment of £4 million in August for Harrison.

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