

IMMEDIATE RELEASE 10 January 2011

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

Director's Share Dealing

YouGov was informed on 6th January 2011 that Peter Bazalgette, a Director of the Company, purchased 63,031 Ordinary Shares at the price of 47p per share on 5th January 2011.

Following this purchase, Peter Bazalgette controls 263,976 Ordinary Shares representing 0.3% of the Company's total voting rights.

Enquiries

YouGov plc

Stephan Shakespeare / Alan Newman
+44 (0)20 7012 6000

Grant Thornton UK Corporate Finance – Nominated Advisor

Gerry Beaney / Colin Aaronson
+44 (0)20 7383 5100

Financial Dynamics

Charles Palmer / Nicola Biles
+44 (0)20 7831 3113