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

Trading Statement

“YouGov plc ("YouGov"), the international online market research agency, today issued the following pre-close update for the year to 31 July 2010, ahead of the preliminary results announcement planned on 11 October 2010.

YouGov announces that trading for the year ended 31 July 2010 was in line with the Board’s expectations following stronger trading in the second half. Operating profit was significantly ahead of the prior year. There were particularly encouraging performances in Scandinavia, UK and USA.

The Board continues to review costs closely. The restructuring of the Scandinavian business in the first half of the year has led to it achieving profitability in the second half, as expected. YouGov continues to focus on innovations with the pioneering new “TellYouGov” platform successfully piloted during the UK General Election and now being prepared for full commercial launch”

Enquiries

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