

**06 February 2015**

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

**Trading Update**

YouGov, the international online market research agency, today issued the following update for the six months ended 31 January 2015.

Trading in the first half of the current financial year has been in line with the Board's expectations and the Company has continued to make good progress in accordance with its stated strategy.

YouGov Profiles, the new media planning and audience segmentation tool for brands and their agencies, was launched as planned in the UK in November 2014. This generated extensive media coverage and a positive response in the marketplace with the first sales to media agencies already being achieved in line with our plans.

The Company will announce its interim results for the six months ended 31 January 2015 on Monday 23 March 2015.

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