30 January 2018

YouGov plc
("YouGov" or "the Group")

Pre-Close Trading Update and Notice of Results

YouGov, the international market research and data analytics group, today issues a trading update for the six months ending 31 January 2018.

We are pleased to report that half year trading is anticipated to be ahead of previous expectations.

The Group's performance continues to benefit from our strategic focus on increasing the proportion of business from our higher margin Data Products & Services, improving operating margins in Custom Research and growing YouGov's presence in the US market.

The Board remains confident of achieving its full year targets.

Notice of Results

YouGov will publish results for the six months ended 31 January 2018 on Monday 26 March 2018. The YouGov management team will host a presentation for analysts at FTI Consulting, 200 Aldersgate, Aldersgate Street, London EC1A 4HD at 9.30am; should you wish to attend please contact FTI Consulting.

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