13 October 2014

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

Correction to Preliminary Results Announcement for the Year Ended 31 July 2014

YouGov announces that it has identified the following error in its Preliminary Results Announcement for the year ended 31 July 2014 which was released at 7.00am today (13 October 2014):

In the final paragraph of the Financial Performance section, titled 'Proposed Dividend', the record date for participation for the final dividend is incorrectly stated as 8 December 2014 whereas the correct record date is 5 December 2014.

Enquiries:
YouGov plc
Stephan Shakespeare / Alan Newman
020 7012 6000

FTI Consulting
Charles Palmer / Chris Lane
020 7727 1000

Numis Securities Limited (NOMAD and broker)
Nick Westlake / James Serjeant
020 7260 1000