YouGov Director/PDMR Shareholding

RNS Number:5511P
YouGov PLC
15 January 2007

15 January 2007

YouGov plc - Directors' dealings

YouGov PLC ("the Company") was notified on 15 January 2007 that Roger Parry, a non-executive director of the company acquired 5,000 shares in the company at a price of #9.375 per share. Following this transaction, Roger Parry's total shareholding in the company is 5,000 shares representing 0.04% of the issued share capital of the company.

The shares referred to in the announcement are the issued Ordinary Shares of 1 pence each in the Company.

ENDS

Enquiries:

YouGov plc Tel: 020 7618 3010
Katherine Lee, Chief Financial Officer

Financial Dynamics Tel: 020 7831 3113
Charles Palmer / Nicola Biles