

YouGov PLC
06 September 2007

6 September 2007

YouGov plc
Holdings in Company

For filings with the FSA include the
annex

For filings with issuer exclude the
annex

TR-1: Notifications of Major Interests in Shares

Yougov plc

1. Identity of the issuer or the underlying
issuer of existing shares to which voting
rights are attached:

2. Reason for notification (yes/no)

An acquisition or disposal of voting rights

Yes

An acquisition or disposal of financial instruments which may result
in the acquisition of shares already issued to which voting rights
are attached

An event changing the breakdown of voting rights

Other (please specify):

3. Full name of person(s) subject to
notification obligation:

Baillie Gifford & Co

4. Full name of shareholder(s) (if
different from 3):

5. Date of transaction (and date on
which the threshold is crossed or
reached if different):

03-Sep-07

6. Date on which issuer notified:

05-Sep-07

7. Threshold(s) that is/are crossed or
reached:

5%

8: Notified Details

A: Voting rights attached to shares

Class/type of shares	Situation previous to the triggering transaction		Resulting situation after the triggering transaction		
	Number of voting shares	Number of voting rights	Number of shares	Number of voting rights	Number of voting rights
Ordinary Indirect Share 5.23 GB001B1VQ6H25				Direct Indirect 3,495,500	Direct

B: Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date	Exercise/ conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/ converted)	Percentage of voting rights
N/A				

Total (A+B)

Number of voting rights	Percentage of voting rights
3,495,500	5.23

9. Chain of controlled undertakings through which the voting rights and /or the financial instruments are effectively held, if applicable:
In the narrative below, the figures in () indicate the amount of voting rights and the percentage held by each controlled undertaking where relevant.

Baillie Gifford & Co, a discretionary investment manager, is the parent undertaking of an investment management group.

Its wholly-owned direct subsidiary undertaking Baillie Gifford Overseas Limited (1152500; 1.7%) is also a discretionary investment manager.

Its wholly-owned indirect (via Baillie Gifford Life Limited) subsidiary undertaking Baillie Gifford & Co Limited (2343000; 3.5%) is an OEIC Authorised Corporate Director and Unit Trust Manager which has delegated its discretionary investment management role to Baillie Gifford & Co.

Proxy Voting:

10. Name of proxy holder: N/A

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information:

14 Contact name: Myra McIntyre

Scott Russell

15. Contact telephone number: 0131 275 2154

0131 275 2106

For notes on how to complete form TR-1 please see the FSA website.

This information is provided by RNS
The company news service from the London Stock Exchange