4 April 2008
YouGov plc (“YouGov” or “the Company”)
Director’s Share Dealing

The Company was informed on 4 April 2008 that on 4 April 2008 Peter Kellner, President Emeritus and former director, has sold a total of 2,797,405 ordinary shares (“ordinary shares”) of 0.2 pence each at £1.40 per share, in order to comply with the Ministerial Code (being as his spouse is leader of the House of Lords).

In addition, Stephan Shakespeare (Chief Innovation Officer), and Balshore Investments Limited, a company in which the family of Nadhim Zahawi (Chief Executive Officer), has a financial interest and Nadhim Zahawi’s spouse, had on that day sold a total of 5,500,000 Ordinary Shares of 0.2p each at £1.40 in order to benefit from the change in capital gains tax legislation effective on 6 April 2008 and to reinvest the proceeds into the YouGovAlpha fund, as follows:

Stephan Shakespeare 2,518,500
Balshore Investments Limited 2,518,500
Nadhim Zahawi’s spouse 463,000

Following this sale of shares, Peter Kellner and Nadhim Zahawi’s spouse own no shares, Stephan Shakespeare and Balshore Investments Limited own 10,939,260 ordinary shares and 10,529,100 ordinary shares representing 11.5% and 11.1% of the Company’s current voting rights respectively.

Enquiries:

YouGov plc
Nadhim Zahawi / Katherine Lee
020 7012 6000

Financial Dynamics
Charles Palmer 020 7831 3113