

**22 May 2013**

**YouGov plc (“YouGov” or the “Company”)**

**Director’s share dealing**

The Company has received notice that on 21<sup>st</sup> May 2013, Stephan Shakespeare, Chief Executive Officer, sold 300,000 ordinary shares of 0.2p each in the Company at 70.5p per share.

This sale was made in order to finance the repayment of part of a personal loan which was secured against Mr Shakespeare’s shareholding (under a pledge agreement previously disclosed in the Company’s announcement on 5 November 2009).

Following the sale, Mr Shakespeare now has an interest in 9,139,110 ordinary shares in the Company, representing approximately 9.4 per cent of the issued share capital of the Company.

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

FTI Consulting  
Charles Palmer / Jon Snowball  
020 7831 3113

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