

## **IMMEDIATE RELEASE 8 February 2010**

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

#### **Pre-close update**

YouGov plc, the international online market research agency, issued today the following update for the six months to 31 January 2010, ahead of the interim results announcement on 12 April 2010.

Consistent with the comments made at the time of the AGM in December, the Board remains confident that trading for the full year will be in line with expectations. As previously stated, Group profitability will be stronger in the second half of the financial year than in the first.

YouGov's financial position remains strong with substantial cash balances of £15 million as at 31 January 2010. This will leave the Group well placed to support its strategy of growth and innovation.

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