



2 December 2024

**YouGov plc**  
**("YouGov" or "the Group" or "the Company")**  
**Total Voting Rights and Block Listing Return**

As at 29 November 2024 the Company's issued share capital consisted of 117,828,418 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure includes 1,056,141 Ordinary Shares that are held by the YouGov Employee Benefit Trust to satisfy awards under the Company's employee share schemes.

Therefore, shareholders may use the figure of 116,772,277 as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Group under the Financial Conduct Authority's Disclosure and Transparency Rules.

**Block Listing Six Monthly Returns**

The Block Listing Six Monthly Returns for the period 1 June 2024 to 30 November 2024 are as follows:

**YouGov Historic Share Plans: Long Term Incentive Plan 2009**

Name of applicant:		YouGov plc		
Name of scheme:		YouGov Historic Share Plans: Long Term Incentive Plan 2009		
Period of return:	From:	01/06/2024	To:	30/11/2024
Balance of unallotted securities under scheme(s) from previous return:		428,258 Ordinary Shares		
Plus: The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for):		Nil		
Less: Number of securities issued/allotted under scheme(s) during period (see LR3.5.7G):		Nil		
Equals: Balance under scheme(s) not yet issued/allotted at end of period:		428,258 Ordinary Shares		
Name of contact:		Tilly Heald		
Telephone number of contact:		020 7012 6000		
IMPORTANT NOTE: This is the final return for this block listing. No further shares will be allotted pursuant to this block listing.				

**YouGov Share Plans: Deferred Share Bonus Plan**

Name of applicant:	YouGov plc			
Name of scheme:	YouGov Share Plans: Deferred Share Bonus Plan			
Period of return:	From:	01/06/2024	To:	30/11/2024
Balance of unallotted securities under scheme(s) from previous return:	4,160 Ordinary Shares			
Plus: The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for):	Nil			
Less: Number of securities issued/allotted under scheme(s) during period (see LR3.5.7G):	4,062 Ordinary Shares			
Equals: Balance under scheme(s) not yet issued/allotted at end of period:	98 Ordinary Shares			
Name of contact:	Tilly Heald			
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## Enquiries

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## About YouGov

YouGov is a global research data, and analytics group.

Our mission is to offer unparalleled insight into what the world really thinks and does. With operations in the US, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

Above all, YouGov is powered by reality. That stems from a unique panel of millions of registered members across 55 countries, encapsulating some 18 million shopping trips and millions of interconnected data points.

Our unique approach to recruiting and engaging with our panel, combined with our state-of-the-art technology platforms, enables us to deliver real-world, real-time insights that lead to better decision-making and a competitive advantage for our clients.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are consistently one of the most quoted market research sources in the world.

YouGov/Research Reality

For further information, visit [business.yougov.com](https://business.yougov.com)

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