



2 June 2025

YouGov plc

("YouGov" or "the Group" or "the Company")

### Total Voting Rights and Block Listing Return

As at 30 May 2025 the Company's issued share capital consisted of 117,852,819 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure includes 761,266 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 117,091,553 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 December 2024 to 31 May 2025 are as follows:

#### 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:	01/12/2024	To:	31/05/2025
Balance of unallotted securities under scheme(s) from previous return:	98 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):	19,994 Ordinary Shares			
Less: Number of securities issued/allotted under scheme(s) during period (see LR3.5.7G):	3,051 Ordinary Shares			
Equals: Balance under scheme(s) not yet issued/allotted at end of period:	17,041 Ordinary Shares			
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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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