



5 August 2025

YouGov plc

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

### Full-Year Trading Update

*FY25 performance expected to be in line with expectations  
Improvement in Data Products driven by stable renewal rates and new client wins*

YouGov, the international research and data analytics group, today issues a trading update for the full year ending 31 July 2025.

#### Current Trading

YouGov expects strong reported revenue and adjusted operating profit for FY25, reflecting the full year impact of the CPS acquisition. On an underlying<sup>1</sup> basis, the Group has delivered modest year-on-year revenue growth, as expected, aided by a return to growth in our Data Products business.

The Data Products division is expected to report low-single-digit growth on an underlying<sup>1</sup> basis, largely as a result of normalising renewal rates and a number of client wins in the past year. Our focus remains building on the recent momentum and continuing to enhance our strong product offering in FY26. Growth in our Research division was modest, owing to weaker performance in our EMEA region and Government sector. YouGov Shopper, formerly known as the CPS business, performed slightly ahead of expectations, with continued investment in new growth initiatives that are expected to accelerate growth in the coming years.

The Group is on track to realise annualised cost savings of £20 million as part of the cost optimisation plan implemented at the start of the year, with 70% of those savings already delivered this financial year.

Looking ahead, the stable performance we have seen in the year and the current visibility into FY26 is encouraging. The Group remains mindful of the volatile market conditions and expects client budgets will continue to face some pressure, which underlines the need for greater focus on delivering high-quality data products and increased innovation to drive medium-term growth.

1 Defined as growth in business excluding impact of current and prior period acquisitions and movement in exchange rates.

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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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