

YouGov Survey: Labubu



Sample 1049 U.S. adult citizens
Conducted June 20 - 23, 2025
Margin of Error $\pm 4.2\%$

1. How much have you heard about the toy, Labubu?

A lot	8%
A little	17%
Nothing at all	75%

Interviewing Dates	June 20 - 23, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.582, with a mean of one and a standard deviation of 0.959.
Number of respondents	1049
Margin of error	$\pm 4.2\%$ (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	86 questions not reported.

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1. Heard of Labubu

How much have you heard about the toy, Labubu?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	8%	6%	10%	23%	12%	2%	0%	5%	9%	28%	*
A little	17%	15%	19%	28%	24%	12%	6%	16%	21%	20%	*
Nothing at all	75%	79%	71%	49%	63%	86%	94%	80%	69%	52%	*
Totals	100%	100%	100%	100%	99%	100%	100%	101%	99%	100%	*
Unweighted N	(1,049)	(455)	(594)	(246)	(270)	(316)	(217)	(678)	(137)	(152)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	8%	10%	11%	3%	9%	5%	8%	10%	8%	5%	5%	9%	13%
A little	17%	16%	19%	16%	20%	13%	15%	18%	21%	20%	10%	16%	22%
Nothing at all	75%	74%	70%	80%	71%	82%	77%	72%	71%	76%	85%	75%	64%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,049)	(357)	(449)	(243)	(458)	(330)	(438)	(288)	(227)	(193)	(213)	(387)	(256)

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