



Moms' Top 100 Most Loved Brands 2012

Brand	2012 Momfinity Score	2012 Rank	2011 Rank	2010 Rank	2009 Rank
Crayola	913	1	1	1	1
M&M's	907	2	4	2	3
Hershey's	900	3	-	-	-
Disney	892	4	3	3	2
Scholastic	875	5	5	6	-
Oreo	873	6	10	12	6
Reese's	872	7	2	11	5
Disney Channel	872	8	17	9	7
Drumstick	872	9	9	21	13
LEGO	868	10	19	32	32
Amazon	864	11	-	-	-
Subway	860	12	11	5	9
Target	858	13	12	19	30
Google	858	14	8	20	19
Goldfish	855	15	6	8	8
Chips Ahoy!	851	16	18	23	21
Doritos	851	17	14	7	17
Lay's	850	18	21	-	-
Cheetos	845	19	32	30	12
Wii	864	20	7	4	4
Kraft Macaroni & Cheese	844	21	28	16	20
JELL-O	840	22	15	13	-
Disney.com	840	23	38	25	-
Popsicle	840	24	22	10	18
Dairy Queen	839	25	-	-	-
Twix	839	26	30	18	14
Honey Nut Cheerios	836	27	33	40	35
Snickers	836	28	29	53	40
Cheerios	834	29	-	-	-
Discovery Channel	833	30	26	22	28
Toys"R"Us	832	31	40	31	48
Apple	832	32	43	79	81
Animal Planet	831	33	41	28	27
Tropicana	831	34	23	36	10
iPod Touch	831	35	45	59	-
Minute Maid	829	36	34	14	16
Pringles	828	37	20	35	15
Eggo	828	38	27	34	23
Dunkin' Donuts	825	39	59	-	-
Campbell's	824	40	13	15	24
Nickelodeon	824	41	54	27	22
ABC Family	824	42	70	24	63
Quaker Chewy	823	43	24	65	-
Pizza Hut	820	44	48	63	25
Capri Sun	819	45	36	29	29
Mario	819	46	39	45	53
Honey Maid	818	47	-	-	-
iPod	817	48	35	56	50
iPad	817	49	62	159	-
Walmart	815	50	50	17	36

Brand	2012 Momfinity Score	2012 Rank	2011 Rank	2010 Rank	2009 Rank
Starburst	813	51	73	26	38
Cinnamon Toast Crunch	811	52	64	91	78
Facebook	810	53	84	122	180
Monopoly	810	54	31	37	31
Old Navy	806	55	47	43	85
Nike	805	56	46	42	34
Olive Garden	804	57	44	48	42
SunChips	803	58	49	54	-
Tyson	802	59	42	46	41
Best Buy	800	60	79	76	-
Coca-Cola	800	61	52	49	60
Fruit Roll-Ups	799	62	96	41	68
Wendy's	798	63	53	71	51
Levi's	798	64	69	52	46
National Geographic Kids	797	65	75	93	83
Go-Gurt	797	66	61	80	93
nick.com	796	67	57	39	33
Nintendo DS	795	68	68	33	11
Skittles	794	69	56	44	45
McDonald's	793	70	60	61	54
Frosted Flakes	791	71	66	58	47
Skechers	791	72	67	55	61
Pop-Tarts	791	73	74	60	44
YouTube	790	74	82	125	118
PlayStation	790	75	81	73	49
Sprite	789	76	85	68	57
KFC	789	77	95	75	84
Nicktoons	785	78	-	-	-
Teddy Grahams	785	79	55	47	43
iPhone	785	80	106	167	129
Kohl's	783	81	58	66	75
Girl Scouts of the USA	782	82	71	72	94
Nerf	782	83	86	88	73
Adidas	781	84	109	94	97
Food Network	781	85	51	69	74
IHOP	780	86	-	-	-
Scooby-Doo!	779	87	63	64	-
Kindle	779	88	-	-	-
iTunes	779	89	94	85	77
Lucky Charms	778	90	108	106	88
Wonka	777	91	76	70	80
Kool-Aid	777	92	98	50	52
Nefflix	776	93	-	-	-
Cap'n Crunch	775	94	93	115	99
Froot Loops	774	95	72	62	69
Chili's	771	96	88	109	108
Sonic	769	97	139	-	-
Papa John's	769	98	-	-	-
Lunchables	768	99	87	67	58
Fruit by the Foot	768	100	112	123	82

For more information on Young Love™, the 250 brands in the 2012 study or Smarty Pants®, contact Meredith Franck at mfranck@asksmartypants.com or 914.939.1897.