



Kids' Top 100 Most Loved Brands 2011

Brand	2011 Kidfinity Score	2011 Rank	2010 Rank	2009 Rank
Wii	898	1	1	1
Oreo	896	2	5	3
McDonald's	881	3	2	4
M&M's	876	4	3	5
Doritos	872	5	7	6
Nintendo DS	868	6	6	2
iPod Touch	865	7	35	-
Chips Ahoy!	861	8	9	18
Disney	859	9	11	10
iPod	859	10	17	12
Cheetos	858	11	16	9
Toys"R"Us	852	12	14	20
Skittles	850	13	18	24
Disney Channel	850	14	4	13
Popsicle	850	15	8	11
Capri Sun	845	16	13	27
Nickelodeon	844	17	10	7
Goldfish	841	18	20	49
Lay's	840	19	-	-
Crayola	840	20	19	16
Reese's	833	21	12	15
Kraft Macaroni & Cheese	830	22	23	8
Pringles	827	23	15	26
Pop-Tarts	824	24	28	37
iPad	824	25	109	-
GameStop	819	26	34	-
Mario	818	27	31	50
Drumstick	816	28	42	29
iPhone	814	29	96	54
PlayStation	813	30	24	14
Eggo	812	31	39	34
Fruit Roll-Ups	812	32	22	30
Starburst	811	33	27	23
Pizza Hut	811	34	29	19
Twix	807	35	32	39
Xbox	807	36	38	42
Apple	806	37	59	85
JELL-O	804	38	30	-
Kool-Aid	804	39	21	32
Cartoon Network	804	40	25	17
Fruit by the Foot	802	41	62	28
Burger King	799	42	61	21
YouTube	798	43	86	36
Kinect	797	44	-	-
CartoonNetwork.com	795	45	40	-
nick.com	794	46	26	22
Coca-Cola	792	47	48	47
Lunchables	791	48	41	25
Airheads	788	49	50	55
Froot Loops	787	50	43	66

Brand	2011 Kidfinity Score	2011 Rank	2010 Rank	2009 Rank
Sprite	786	51	57	58
Subway	785	52	47	48
Disney.com	784	53	45	-
Wonka	783	54	55	43
LEGO	781	55	75	84
Chuck E. Cheese's	781	56	53	44
Go-Gurt	779	57	58	61
Disney XD	778	58	95	120
Nerds	777	59	46	52
Phineas and Ferb	776	60	87	-
PSP	775	61	37	31
Snickers	767	62	44	60
Cinnamon Toast Crunch	766	63	68	81
Wendy's	766	64	36	68
iTunes	763	65	74	51
Angry Birds	762	66	-	-
Ring Pop	761	67	56	41
Walmart	761	68	51	63
Fruit Gushers	761	69	89	33
SpongeBob SquarePants	761	70	49	35
Razor	758	71	127	121
Nerf	758	72	73	74
iCarly	755	73	60	46
Lucky Charms	755	74	76	71
Domino's	754	75	102	80
Nike	753	76	64	57
Tofino's	753	77	71	97
Trix	753	78	90	78
Hawaiian Punch	752	79	70	62
Pepsi	750	80	66	38
KFC	750	81	65	77
SweetTarts	748	82	52	89
Gatorade	747	83	116	56
Easy Mac	746	84	54	64
Minute Maid	745	85	80	73
Taco Bell	742	86	106	82
Target	741	87	69	83
Sunkist	741	88	118	88
Teddy Grahams	740	89	108	72
Dunkin' Donuts	739	90	-	-
Scholastic	738	91	83	-
Bubble Tape	737	92	79	45
Cap'n Crunch	737	93	114	98
Toaster Strudel	737	94	100	87
SunnyD	735	95	63	70
Honey Nut Cheerios	732	96	97	105
Quaker Chewy	731	97	125	-
Skechers	731	98	94	94
Google	729	99	72	65
Fanta	727	100	-	-

For more information on Young Love™, the 250 brands in the 2011 study or Smarty Pants®, contact Meredith Franck at mfranck@asksmartypants.com or 347.599.0159.