



Kids' Top 100 Most Loved Brands 2012

Brand	2012 Kidfinity Score	2012 Rank	2011 Rank	2010 Rank	2009 Rank
McDonald's	893	1	3	2	4
M&M's	893	2	4	3	5
Oreo	881	3	2	5	3
Doritos	880	4	5	7	6
Wii	880	5	1	1	1
Nintendo DS	875	6	6	6	2
iPod	873	7	10	17	12
Hershey's	871	8	-	-	-
Nickelodeon	866	9	17	10	7
Disney	863	10	9	11	10
Disney Channel	859	11	14	4	13
Toys"R"Us	854	12	12	14	20
iPod Touch	854	13	7	35	-
Skittles	853	14	13	18	24
Chips Ahoy!	852	15	8	9	18
Cheetos	851	16	11	16	9
Reese's	847	17	21	12	15
YouTube	846	18	43	86	36
Lay's	846	19	19	-	-
Kraft Macaroni & Cheese	845	20	22	23	8
Crayola	845	21	20	19	16
Popsicle	844	22	15	8	11
iPad	839	23	25	109	-
LEGO	838	24	55	75	84
iPhone	838	25	29	96	54
Cartoon Network	838	26	40	25	17
Capri Sun	834	27	16	13	27
Drumstick	833	28	28	42	29
Pringles	832	29	23	15	26
Dairy Queen	830	30	-	-	-
Fruit Roll-Ups	828	31	32	22	30
Apple	828	32	37	59	85
Fruit by the Foot	827	33	41	62	28
Twix	827	34	35	32	39
Pop-Tarts	827	35	24	28	37
Goldfish	825	36	18	20	49
Starburst	819	37	33	27	23
Pizza Hut	818	38	34	29	19
PlayStation	818	39	30	24	14
Xbox	817	40	36	38	42
Nicktoons	815	41	-	-	-
Mario	812	42	27	31	50
Eggo	810	43	31	39	34
Kinect	809	44	44	-	-
Angry Birds	808	45	66	-	-
Ring Pop	807	46	67	56	41
Kool-Aid	806	47	39	21	32
nick.com	803	48	46	26	22
CartoonNetwork.com	801	49	45	40	-
Lunchables	799	50	48	41	25

Brand	2012 Kidfinity Score	2012 Rank	2011 Rank	2010 Rank	2009 Rank
Cinnamon Toast Crunch	799	51	63	68	81
Phineas and Ferb	795	52	60	87	-
Coca-Cola	794	53	47	48	47
Lucky Charms	793	54	74	76	71
Wonka	793	55	54	55	43
iTunes	790	56	65	74	51
JELL-O	789	57	38	30	-
Chuck E. Cheese's	789	58	56	53	44
Snickers	788	59	62	44	60
Disney.com	786	60	53	45	-
Wendy's	785	61	64	36	68
Airheads	784	62	49	50	55
Nerds	782	63	59	46	52
GameStop	781	64	26	34	-
Go-Gurt	780	65	57	58	61
Fruit Gushers	780	66	69	89	33
Froot Loops	779	67	50	43	66
Subway	778	68	52	47	48
Bubble Tape	777	69	92	79	45
Nike	777	70	76	64	57
Cap'n Crunch	774	71	93	114	98
Burger King	774	72	42	61	21
Easy Mac	774	73	84	54	64
IHOP	771	74	-	-	-
Dunkin' Donuts	770	75	90	-	-
Disney XD	765	76	58	95	120
Nefflix	765	77	-	-	-
Sprite	763	78	51	57	58
Domino's	762	79	75	102	80
SunnyD	762	80	95	63	70
Gatorade	759	81	83	116	56
Papa John's	757	82	-	-	-
Pepsi	755	83	80	66	38
Nerf	755	84	72	73	74
Minute Maid	755	85	85	80	73
SweetTarts	754	86	82	52	89
Hawaiian Punch	754	87	79	70	62
Target	754	88	87	69	83
Honey Nut Cheerios	754	89	96	97	105
Trix	752	90	78	90	78
Tofino's	751	91	77	71	97
Frosted Flakes	751	92	107	84	86
Animal Planet	750	93	106	78	75
Google	750	94	99	72	65
Sunkist	750	95	88	118	88
SpongeBob SquarePants	749	96	70	49	35
Toaster Strudel	749	97	94	100	87
Razor	748	98	71	127	121
Walmart	748	99	68	51	63
Pop Rocks	747	100	101	105	99

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.