



## Kids' Top100 Most Loved Brands 2010

Brand	2010 Kidfinity Score	2010 Rank	2009 Rank
Wii	907	1	1
McDonald's	898	2	4
M&M's	884	3	5
Disney Channel	880	4	13
Oreo	877	5	3
Nintendo DS	873	6	2
Doritos	871	7	6
Popsicle	870	8	11
Chips Ahoy!	856	9	18
Nickelodeon	855	10	7
Disney	854	11	10
Reese's	852	12	15
Capri Sun	848	13	27
Toys R Us	845	14	20
Pringles	845	15	26
Cheetos	844	16	9
iPod	841	17	12
Skittles	835	18	24
Crayola	834	19	16
Goldfish	833	20	49
Kool-Aid	832	21	32
Fruit Roll-Ups	831	22	30
Kraft Mac & Cheese	828	23	8
PlayStation	826	24	14
Cartoon Network	825	25	17
Nick.com	824	26	22
Starburst	823	27	23
PopTarts	822	28	37
Pizza Hut	820	29	19
JELL-O	818	30	-
Mario	815	31	50
Twix	814	32	39
Bubblicious	812	33	40
GameStop	808	34	-
iPod Touch	807	35	-
Wendy's	806	36	68
PSP	805	37	31
Xbox	804	38	42
Eggo	803	39	34
CartoonNetwork.com	802	40	-
Lunchables	801	41	25
Drumstick	796	42	29
Froot Loops	795	43	66
Snickers	794	44	60
Disney.com	793	45	-
Nerds	791	46	52
Subway	789	47	48
Coca-Cola	787	48	47
SpongeBob SquarePants	786	49	35
Airheads	785	50	55

Brand	2010 Kidfinity Score	2010 Rank	2009 Rank
Walmart	784	51	63
SweetTarts	783	52	89
Chuck E. Cheese	783	53	44
Easy Mac	782	54	64
Wonka	781	55	43
Ring Pop	780	56	41
Sprite	779	57	58
Go-Gurt	776	58	61
Apple	775	59	85
iCarly	774	60	46
Burger King	771	61	21
Fruit by the Foot	769	62	28
SunnyD	769	63	70
Nike	769	64	57
KFC	766	65	77
Pepsi	766	66	38
Guitar Hero	766	67	-
Cinnamon Toast Crunch	765	68	81
Target	765	69	83
Hawaiian Punch	765	70	62
Totino's	764	71	97
Google	762	72	65
Nerf	760	73	74
iTunes	760	74	51
Lego	758	75	84
Lucky Charms	758	76	71
Hubba Bubba	758	77	53
Animal Planet	757	78	75
Bubble Tape	756	79	45
Minute Maid	756	80	73
Alvin and the Chipmunks	755	81	-
Silly Bandz	752	82	-
Scholastic	752	83	-
Frosted Flakes	751	84	86
Sour Patch Kids	749	85	79
YouTube	749	86	36
Phineas and Ferb	748	87	-
Stickerz	748	88	100
Gushers	745	89	33
Trix	744	90	78
ABC Family	744	91	117
Hot Pockets	744	92	103
Rock Band	744	93	-
Skechers	743	94	94
Disney XD	743	95	120
iPhone	742	96	54
Honey Nut Cheerios	740	97	105
Chef Boyardee	739	98	109
Tropicana	739	99	69
Toaster Strudel	737	100	87

For more information on Young Love™, the brands included, parents' perspectives or Smarty Pants®, contact Meredith Franck at [mfranck@asksmartypants.com](mailto:mfranck@asksmartypants.com) or 347.599.0159.



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