



Moms' Top 100 Most Loved Brands 2011

Brand	2011 Momfinity Score	2011 Rank	2010 Rank	2009 Rank
Crayola	918	1	1	1
Reese's	889	2	11	5
Disney	884	3	3	2
M&M's	876	4	2	3
Scholastic	869	5	6	-
Goldfish	867	6	8	8
Wii	864	7	4	4
Google	859	8	20	19
Drumstick	859	9	21	13
Oreo	858	10	12	6
Subway	856	11	5	9
Target	850	12	19	30
Campbell's	848	13	15	24
Doritos	847	14	7	17
JELL-O	845	15	13	-
Quaker	845	16	38	37
Disney Channel	844	17	9	7
Chips Ahoy!	843	18	23	21
LEGO	843	19	32	32
Pringles	842	20	35	15
Lay's	839	21	-	-
Popsicle	838	22	10	18
Tropicana	837	23	36	10
Quaker Chewy	837	24	65	-
PBS KIDS	836	25	-	-
Discovery Channel	834	26	22	28
Eggo	832	27	34	23
Kraft Macaroni & Cheese	832	28	16	20
Snickers	830	29	53	40
Twix	828	30	18	14
Monopoly	828	31	37	31
Cheetos	828	32	30	12
Honey Nut Cheerios	827	33	40	35
Minute Maid	826	34	14	16
iPod	826	35	56	50
Capri Sun	823	36	29	29
Scrabble	822	37	-	-
Disney.com	822	38	25	-
Mario	818	39	45	53
Toys"R"Us	818	40	31	48
Animal Planet	818	41	28	27
Tyson	816	42	46	41
Apple	812	43	79	81
Olive Garden	810	44	48	42
iPod Touch	810	45	59	-
Nike	810	46	42	34
Old Navy	810	47	43	85
Pizza Hut	807	48	63	25
SunChips	807	49	54	-
Walmart	806	50	17	36

Brand	2011 Momfinity Score	2011 Rank	2010 Rank	2009 Rank
Food Network	802	51	69	74
Coca-Cola	801	52	49	60
Wendy's	800	53	71	51
Nickelodeon	800	54	27	22
Teddy Grahams	798	55	47	43
Skittles	796	56	44	45
nick.com	794	57	39	33
Kohl's	794	58	66	75
Dunkin' Donuts	792	59	-	-
McDonald's	792	60	61	54
Go-Gurt	792	61	80	93
iPad	788	62	159	-
Scooby-Doo!	788	63	64	-
Cinnamon Toast Crunch	787	64	91	78
Pepsi	787	65	74	79
Frosted Flakes	787	66	58	47
Skechers	786	67	55	61
Nintendo DS	786	68	33	11
Levi's	785	69	52	46
ABC Family	785	70	24	63
Girl Scouts of the USA	785	71	72	94
Froot Loops	785	72	62	69
Starburst	783	73	26	38
Pop-Tarts	781	74	60	44
National Geographic Kids	780	75	93	83
Wonka	780	76	70	80
The Game of Life	776	77	84	59
Gap	774	78	96	105
Best Buy	774	79	76	-
Sunkist	774	80	87	66
PlayStation	774	81	73	49
YouTube	774	82	125	118
JCPenney	773	83	81	110
Facebook	773	84	122	180
Sprite	773	85	68	57
Nerf	772	86	88	73
Lunchables	772	87	67	58
Chili's	771	88	109	108
Toaster Strudel	769	89	100	113
Taco Bell	766	90	92	70
Disney XD	765	91	127	138
GameStop	764	92	57	-
Cap'n Crunch	764	93	115	99
iTunes	763	94	85	77
KFC	763	95	75	84
Fruit Roll-Ups	763	96	41	68
Twister	763	97	101	112
Kool-Aid	762	98	50	52
Chick-fil-A	759	99	98	116
Hot Pockets	758	100	97	86

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.