



Kids' Top100 Most Loved Brands 2009

Ranking	Brand	Kidfinity Score
1	Wii	916
2	Nintendo DS	897
3	Oreo	887
4	McDonald's	880
5	M&M'S	875
6	Doritos	860
7	Nickelodeon	860
8	Kraft Macaroni & Cheese	857
9	Cheetos	849
10	Disney	846
11	Popsicle	846
12	iPod	846
13	Disney Channel	843
14	PlayStation	840
15	Reese's	839
16	Crayola	838
17	Cartoon Network	838
18	Chips Ahoy!	835
19	Pizza Hut	834
20	Toys"R"Us	832
21	Burger King	831
22	Nick.com	829
23	Starburst	829
24	Skittles	828
25	Lunchables	824
26	Pringles	821
27	Capri Sun	821
28	Fruit by the Foot	814
29	Drumstick	810
30	Fruit Roll-Ups	809
31	PSP	806
32	Kool-Aid	805
33	Fruit Gushers	804
34	Eggo	801
35	SpongeBob SquarePants	801
36	You Tube	799
37	Pop-Tarts	799
38	Pepsi	798
39	Twix	798
40	Bubblicious	796
41	Ring Pop	795
42	Xbox	794
43	Wonka	794
44	Chuck E. Cheese's	794
45	Bubble Tape	791
46	iCarly	791
47	Coca-Cola	790
48	Subway	789
49	Goldfish	789
50	Mario	788

Ranking	Brand	Kidfinity Score
51	iTunes	785
52	Nerds	780
53	Hubba Bubba	777
54	iPhone	777
55	Air Heads	776
56	Gatorade	776
57	Nike	775
58	Sprite	774
59	Nick Magazine	773
60	Snickers	772
61	Go-GURT	771
62	Hawaiian Punch	770
63	Walmart	768
64	Easy Mac	767
65	Google	767
66	Froot Loops	765
67	Kraft Singles	765
68	Wendy's	765
69	Tropicana	763
70	SunnyD	760
71	Lucky Charms	759
72	Teddy Grahams	758
73	Minute Maid	758
74	Nerf	756
75	Animal Planet	755
76	GameCube	755
77	KFC	753
78	Trix	752
79	Sour Patch	752
80	Domino's Pizza	748
81	Cinnamon Toast Crunch	748
82	Taco Bell	748
83	Target	744
84	LEGO	743
85	Apple	742
86	Frosted Flakes	742
87	Toaster Strudel	739
88	Sunkist	737
89	SweetARTS	737
90	Mountain Dew	735
91	Build-A-Bear Workshop	732
92	Campbell's	729
93	Ritz Bits	729
94	Skechers	728
95	Monopoly	727
96	Nintendogs	726
97	Totino's	726
98	Cap'n Crunch	725
99	Pop Rocks	724
100	Fruit Roll-Ups Stickerz	723

For more information on Young Love™, the brands included, parents' perspectives or Smarty Pants®, contact Becca Perata-Rosati at Vox Populi PR at becca@voxpathulipr.net or 415-515-9156.