

"I love all the choices of products, and Amazon Prime with 2 day free shipping. I love shopping in my pajamas without dragging my kids to stores."

- Mom of girl, age 9



	MOMFINITY SCORE	2014 - 2015 Momentum		MOMFINITY SCORE	2014 - 2015 Momentum		
1.	amazon	872	▲	26.	Chips Ahoy!	816	▼
2.	Reese's	867		27.	DQ	815	
3.	OREO	866	▼	28.	LEGO.com	815	
4.	Disney	865		29.	Cheerios	815	
5.	NETFLIX	865	▲	30.	Disney.com	814	▼
6.	HERSHEY'S	862	▼	31.	CHEEZ-IT	814	▼
7.	Crayola	862	▼	32.	SUBWAY	813	▼
8.	Google	859	▼	33.	SAMSUNG	813	
9.	m&m's	852	▼	34.	WOLFEY TUBES	811	
10.	LEGO	848		35.	MOTT'S	811	
11.	SCHOLASTIC	840	▼	36.	Cheetos	808	▼
12.	KitKat	838	▼	37.	TWIX	805	▼
13.	TARGET	838		38.	Discovery CHANNEL	804	▼
14.	Nike	836		39.	iPad	803	▼
15.	SNICKERS	833		40.	PBS KIDS	803	
16.	Disney CHANNEL	828		41.	MONOPOLY	802	▼
17.	Honey Nut Cheerios	826	▼	42.	DUNKIN' DONUTS	799	
18.	Lays	825	▼	43.	Starburs!	799	▼
19.	Doritos	825	▼	44.	Mario	797	▼
20.	Goldfish	822	▼	45.	Skittles	797	▼
21.	minions	821		46.	KRAFT macaroni & Cheese	796	▼
22.	Tropicana	820	▼	47.	Popside	796	▼
23.	Cuties	818		48.	ANIMAL PLANET	796	▼
24.	YouTube	817	▼	49.	Honey Maid	793	
25.	Pringles	817		50.	mieledean	793	▼

"I love Oreos and dunking them in milk."  
-Boy, age 12



	KIDFINITY SCORE	2014 - 2015 Momentum		KIDFINITY SCORE	2014 - 2015 Momentum		
1.	OREO	880		26.	Popsicle	813	▼
2.	m&m's	863	▼	27.	LEGO	811	▼
3.	NETFLIX	857	▲	28.	DQ	811	
4.	iPad	856	▼	29.	iPhone	804	▼
5.	HERSHEY'S	856	▼	30.	pop-tarts	804	▼
6.	Doritos	850	▼	31.	Starburst	801	▼
7.	YouTube	844		32.	KRAFT Macaroni & Cheese	799	▼
8.	Disney	843	▼	33.	NINTENDO 3DS	799	
9.	Lays	839		34.	Yogurt Go-GURT	799	
10.	Cheetos	839	▼	35.	PlayStation	796	▼
11.	Reese's	839		36.	Pizza Hut	795	
12.	Skittles	838	▼	37.	Wii	793	▼
13.	nickelodeon	833	▼	38.	CN CARTOON NETWORK	790	▼
14.	minions	832		39.	KoolAid	789	
15.	McDonald's	830		40.	Nike	786	▼
16.	KitKat	825	▼	41.	Kellogg's FROOT LOOPS	785	▼
17.	Chips Ahoy!	824	▼	42.	Little Debbie	784	▼
18.	Crayola	823	▼	43.	LEGO.com	784	▲
19.	Goldfish	822		44.	CAPRISUN	784	▼
20.	Pringles	820		45.	Mario	783	▼
21.	Toys R Us	818	▼	46.	Google	783	
22.	Disney Channel	817		47.	Ring Pop	783	
23.	Apple	817	▼	48.	GameStop	780	▼
24.	Roll-Ups	816		49.	The FOOT	778	▼
25.	XBOX	813	▼	50.	JELL-O	778	