

Q SCORE RANKING FOR BRAND NAMES

BRAND NAMES	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	
	CHILDREN 6-17	CHILDREN 6-11	BOYS 6-11	GIRLS 6-11	TEENS 12-17	BOYS 12-17	GIRLS 12-17
WENDY'S	43	46	43	49	40	40	41
LITTLE DEBBIE	43	44	47	42	42	45	40
SUBWAY	43	39	35	42	48	44	52
NESTLE NESQUIK	42	48	50	46	35	41	30
DUNKIN' DONUTS	42	47	46	47	38	34	41
BUBBLE YUM	41	50	48	52	32	34	29
MONOPOLY	41	43	40	46	40	41	39
K-B TOYS	40	57	59	55	22	23	22
KELLOGG'S POP TARTS	40	45	45	46	35	37	33
AIR HEADS	40	45	47	43	34	35	33
TARGET	40	40	32	48	40	32	48
EA SPORTS	40	39	52	19	42	55	22
KLONDIKE	39	38	37	39	39	39	39
BUILD-A-BEAR WORKSHOP	38	51	28	66	22	9	30
THE CHEESECAKE FACTORY	38	31	24	36	42	34	47
GOOGLE	38	31	28	33	43	40	45
AMERICAN IDOL	37	41	34	47	34	25	42
TOON DISNEY	36	47	45	50	21	21	21
TOOTSIE POPS	36	41	39	43	31	27	35
COOL WHIP	35	37	36	39	34	30	36
YAHOO	35	29	30	28	39	38	40
HUBBA BUBBA	34	38	36	41	29	30	28
KEEBLER	34	38	38	38	30	32	29
SWEETARTS	34	36	36	36	31	26	35
AMERICA ONLINE	34	31	32	30	35	29	41
OLIVE GARDEN	34	29	30	28	38	35	41
BOOMERANG	33	42	44	39	22	26	18
TIMBERLAND	33	35	32	40	32	31	34
ORVILLE REDENBACHER'S	33	35	33	36	31	29	32
TWIZZLERS	33	34	31	38	31	33	30
WORLD WRESTLING ENTERT	33	34	44	21	33	39	25
FRIENDLY'S	32	40	43	37	24	23	26
PEZ	32	39	40	39	23	24	22
BAGEL BITES	32	35	37	34	29	33	26
JIF	32	33	35	32	30	34	27
LEGO	31	38	55	22	22	29	14
TOMMY HILFIGER	31	32	27	36	31	28	34
BRATZ	30	44	6	61	9	2	12
FRIGO CHEESE HEADS	30	34	32	36	25	27	23
MIKE AND IKE	30	34	33	34	28	31	24