

**LEAP INDEX** 9/10 percentile 2010 vs. 2009: This list shows 60 of the top 100 brands consumers are most attached to.

RANK	TOP 60 BRANDS	2010	2009
1	iPod	61.5%	62.6%
2	iPhone	57.3	54.0
3	Disney Parks	55.9	n/a
4	Xbox	51.9	49.5
5	Microsoft Office Suite (Word, Excel, etc.)	51.7	n/a
6	Nintendo Wii	51.2	52.3
7	Honda	51.0	46.6
8	Sony Play Station	51.0	50.6
9	iPad	50.9	n/a
10	Google Search	50.6	n/a
11	Lexus	50.6	48.4
12	Google	49.5	n/a
13	Apple	49.1	50.9
14	BlackBerry	47.7	43.9
15	United States Postal Service (USPS)	47.5	n/a
16	Microsoft Windows 7 (newest version)	46.5	n/a
17	Microsoft Windows	46.3	n/a
18	Always	45.8	47.0
19	Mercedes-Benz	45.1	43.0
20	Microsoft	44.2	n/a
21	Victoria's Secret	44.1	43.2
22	Walmart	43.8	45
23	Audi*	43.8	47.5
24	Jeep	43.7	n/a
25	Verizon Wireless	43.6	42.9
26	BMW	43.5	n/a
27	Ford	43.2	38.4
28	Visa	43.2	40.9
29	Universal Studios	43.0	n/a
30	JetBlue	42.8	40
31	Clinique	42.8	38.1
32	Volkswagen	42.4	39.1
33	Chevy	42.3	n/a
34	Sony	42.2	n/a
35	Charles Schwab*	41.8	25.8
36	Toyota	41.5	48.0
37	Palm	41.5	33.9
38	Nike	40.8	43.5
39	Hershey's Milk Chocolate	39.9	42.5
40	Pampers	39.9	38.3
41	Target	39.8	40.2
42	AOL	39.7	n/a
43	Six Flags	39.5	n/a
44	State Farm	39.4	33.3
45	Sea World	39.0	n/a
46	M&M's	38.8	39.6
47	Buick	38.3	n/a
48	Ram	38.3	n/a
49	Lancome	38.0	30.5
50	Tylenol	37.9	36.6
51	Oreos	37.8	39.0
52	Samsung	37.8	n/a
53	Coke	37.6	40.1
54	Nissan	37.6	37.8
55	Southwest Airlines	37.5	40.2
56	Sony Vaio	37.5	31.2
57	Advil	37.3	37.9
58	Kraft Mac n Cheese	37.3	36.9
59	Proactiv	37.2	29.2
60	Sprint/Nextel	37.1	32.0

\*Small sample