

NRF Top Toys Survey

Top Toys for Girls, 2009	
Name	Rank
Barbie	1
Dolls (generic)	2
Hannah Montana	3
Video Games	4
Disney Princess	5
Dora the Explorer	6
American Girl	7
Nintendo DS	8
Nintendo Wii	9
Zhu Zhu Pets	10

Top Toys for Girls, 2008	
Name	Rank
Barbie	1
Hannah Montana	2
Dolls (generic)	3
Bratz	4
Nintendo Wii	5
Video Games	6
Elmo	7
High School Musical	8
Disney Princess	9
American Girl	10

Top Toys for Girls, 2007	
Name	Rank
Barbie	1
Bratz	2
Dolls (generic)	3
Dora the Explorer	4
Disney Princess	5
Hannah Montana	6
Nintendo Wii	7
Webkinz	8
Elmo	9
American Girl	10

Top Toys for Girls, 2006	
Name	Rank
Barbie	1
Dolls	2
Bratz	3
TMX Elmo	4
Dora the Explorer	5
Disney Princess	6
Ipod/MP3 Players	7
Nintendo DS	8
Playstation 3	9
The Little Mermaid	10

Top Toys for Boys, 2009	
Name	Rank
Video Games	1
Transformers	2
LEGO	3
Cars (generic)	4
Nintendo Wii	5
Trucks (generic)	6
Bakugan	7
Hot Wheels	8
Nintendo DS	9
Fisher-Price Toys	10

Top Toys for Boys, 2008	
Name	Rank
Video Games	1
Nintendo Wii	2
LEGO	3
Cars (generic)	4
Transformers	5
Elmo	6
Star Wars	7
Hot Wheels	8
Remote Controlled Vehicles	9
Xbox 360	10

Top Toys for Boys, 2007	
Name	Rank
Transformers	1
Video Games	2
Nintendo Wii	3
Cars (generic)	4
Spider-Man	5
Legos	6
Thomas the Tank Engine	7
Xbox 360	8
Elmo	9
Remote Controlled Vehicles	10

Top Toys for Boys, 2006	
Name	Rank
TMX Elmo	1
Cars	2
Playstation 3	3
Video games	4
Legos	5
Nintendo DS	6
Hot Wheels	7
XBOX 360	8
Remote Controlled Vehicles	9
Trucks	10

Highlighted toys indicate items new to Top 10 from previous year.

Conducted by BIGresearch for NRF. November 2004 - November 2009.

NRF Top Toys Survey

Top Toys for Girls, 2005	
Name	Rank
Barbie	1
Bratz	2
Dora the Explorer	3
Disney Princess	4
Video Games	5
I-Pod/MP3 Players	6
My Little Pony	7
Leap Frog	8
Elmo	9
American Girl	10

Top Toys for Girls, 2004	
Name	Rank
Barbie	1
Bratz	2
Doll	3
Video Games	4
Dora the Explorer	5
Leap Frog	6
Care Bears	7
Cabbage Patch Dolls	8
Elmo	9
Educational Toys	10

Top Toys for Boys, 2005	
Name	Rank
Video Games	1
Star Wars	2
Legos	3
Hot Wheels	4
Spiderman	5
Xbox	6
Thomas the Train	7
Batman	8
Bicycle	9
PS2 Unit	10

Top Toys for Boys, 2004	
Name	Rank
Video Games	1
Spiderman	2
Remote Control Toys	3
Hot Wheels	4
Trucks	5
Cars	6
Legos	7
Yu-Gi-Oh	8
Leap Frog	9
Elmo	10

Highlighted toys indicate items new to Top 10 from previous year.

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