



## **FAST FACTS ON WOMEN'S FEET - 2009**

### **Foot Ailments**

- More females than males (59% vs. 37%) reported that their feet get dry, cracked, or irritated frequently.<sup>1</sup>
- More women than men are bothered by aches in the balls of their feet (41% vs. 28%) and shoe pain (35% vs. 19%).<sup>1</sup>
- When it comes to treating foot ailments, 27 percent of women admitted they did nothing to address the problems.<sup>3</sup>
- Only 23 percent of women visited a health care professional within one month after the onset of foot pain.<sup>3</sup>

### **Footwear**

- Far more women (87%) than men (68%) have suffered due to painful footwear.<sup>1</sup>
- As a result of wearing uncomfortable shoes, women reported heel pain (63%), pinched nerves (19%), and ingrown toenails (28%) among their foot complaints.<sup>1</sup>
- Twenty-seven percent of women who currently experience heel pain report footwear is the primary cause.<sup>1</sup>
- Sixty-five percent of women aged 18-49 have not had their feet measured in more than five years.<sup>4</sup>
- Three quarters (75%) of women rank comfort first, six times as many as those who say style (13%) or price (12%) is their primary concern.<sup>2</sup>
- When it comes to athletic shoes, only 9 percent of women purchased them based on the way they look. While 59 percent purchased them because of comfort.<sup>3</sup>
- Most women (57%) are often embarrassed about their feet.<sup>2</sup>
- More women than men walk for exercise (74% compared to 71%).<sup>3</sup>
- Forty-two percent of women admitted to wearing uncomfortable shoes, primarily for style (72%) or to look more attractive (61%). Thirty-one percent wear uncomfortable shoes to work. Twenty-four percent wear uncomfortable shoes to change their height, and 22 percent wear them because of the cost.<sup>5</sup>

### **Foot Care**

- Eleven percent of women who have foot trouble consulted a podiatrist in 2008 compared to 25 percent in 2007.<sup>1</sup>
- A majority of US women aged 18-49 (72%) spend less money on their feet than other body parts, such as face, skin and hair.<sup>4</sup>
- Seventy-seven percent of women aged 18-49 spend less than \$200 on shoes.<sup>4</sup>
- Women with incomes less than \$30,000 annually are on their feet the most, spending six or more hours on their feet (42%).<sup>4</sup>

- Middle to upper class women (incomes \$75,000+) groom their feet more frequently than those women who make less.<sup>3</sup>
  - Close to 30 percent of US women aged 18-49 show they care for their feet by having professional pedicures.<sup>3</sup>
  - Nine in ten (92%) women say they moisturize their feet at least once per month, with nearly a third (30%) doing so 8 or more times per month.<sup>2</sup>
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<sup>1</sup>2009 APMA Foot Ailments Survey represents 1,082 men and women

<sup>2</sup> 2008 APMA Sweet Feet Survey represents 500 women aged 18+

<sup>3</sup> 2007 APMA Foot Ailments Survey, represents 522 women aged 18-60+

<sup>4</sup> 2007 APMA Women's Consumer Survey, represents 394 women aged 18-60+ unless otherwise indicated

<sup>5</sup>2003 APMA High Heels Survey, represents a national sample of 503 women aged 18+

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