



Sweet Feet Survey
NEWSWORTHY ANALYSIS
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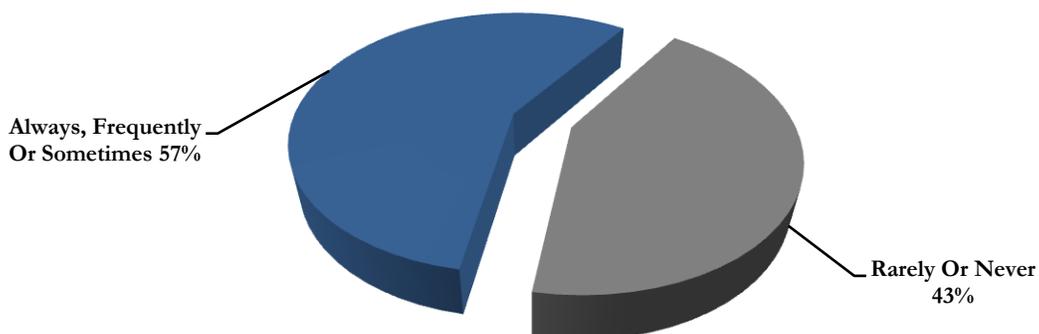
The Shoe's On The Aching Foot
Remedies Not In Step With American Women's Ailing Feet

In an age when high fashion has worked its way into the daily lives of an ever-growing segment of the female population, the mandate to look good can trump good sense. Feet are rebelling, and inflicting shame and pain when neglected. While women attempt to address these issues, they rely heavily on lotion, and their foot problems persist – from cracking and irritation to blisters and heel pain. A new survey released by the American Podiatric Medical Association walks a mile in women's shoes and assesses the critical needs of their aching feet.

1) PLEASE DON'T WATCH MY STEP

- **The Embarrassing Epidemic.** "Foot shame" has affected an eye-opening 84 percent of women across the country. In fact, more than half (57%) of all women say feeling embarrassed about their feet is far from rare.

**In Situations When Other People Can See At Least Part Of
Your Feet, How Often Are You Embarrassed By The Way
Your Feet Look?**



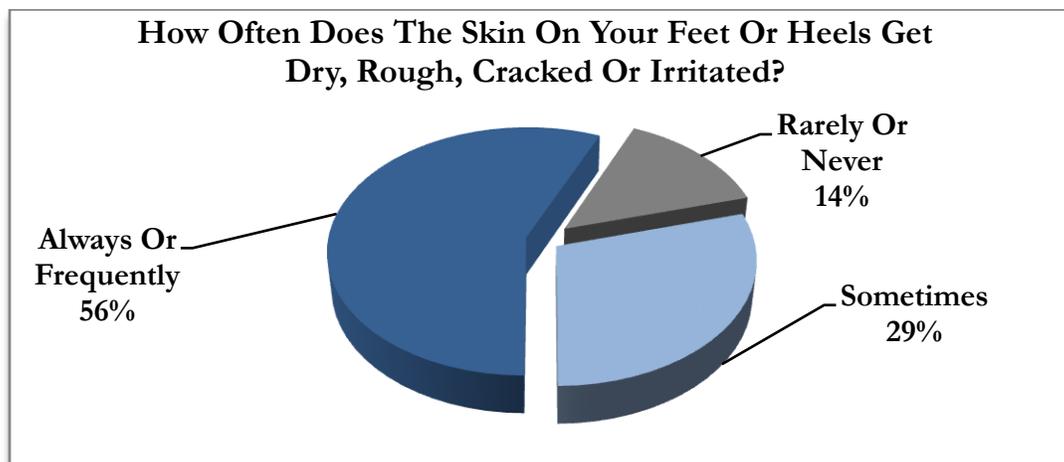
2) ADDING INJURY TO INSULT

- **A Vote For Comfort.** Comfort trumps both style and price by a wide margin when selecting a shoe. Three quarters (75%) of the female population rank comfort first, six times as many as those who say style (13%) or price (12%) is their primary concern.
- **Grinding Conventional Wisdom Beneath Their Heels.** Even when choosing a heeled shoe – when you’d assume style mattered most – more than half (52%) of American women report that comfort is top-of-mind.
- **Talking Or Walking?** Despite such insistence on comfort at the shoe store, nearly nine in ten (84%) women have suffered foot ailments, such as blisters or heel pain, due to uncomfortable or ill-fitting shoes.



3) INSUFFICIENT REMEDIES

- **The Dry Truth.** Nearly all women (98%) admit they have suffered from dry, cracked or irritated feet, with more than half (56%) saying it’s a frequent or constant problem.





- **Trying To Cope.** It’s not as if women aren’t trying to rectify their predicament – more than nine in ten (92%) say they moisturize their feet at least once per month, with nearly a third (30%) doing so 8 or more times per month.
- **Leave It To Lotion.** Of women who moisturize, lotion is what the vast majority (70%) of them reach for most often.
- **Lotion’s Limits.** Lotion is also used by more than nine in ten (91%) women to pamper their feet, which far exceeds those who employ more involved treatments such as soaking (46%) or exfoliating (42%).

4) **THE YOUNG AND THE FOOTSORE**

Women ages 18-34 may be more carefree and style-conscious than their older counterparts, but their feet are sending them a clear message.

- **Growing Pains.** Comfort is much less of a concern when younger women shop for shoes. Only 57 percent rate it as all-important, in sharp contrast to 82 percent of older women.
- **Live And Learn.** This could explain the greater incidence of certain foot problems among younger women. Almost two thirds (65%) have suffered blisters as a result of poor shoe choices, compared to 60 percent of older women. Heel pain affects nearly half (44%) of the younger crowd, compared to just over a third (35%) for those over 35.

Which Of The Following Have Ever Happened To Your Feet As A Result Of Wearing Uncomfortable Or Ill-Fitting Shoes?	Age	
	18-34	35+
Blisters	65%	60%
Heel Pain	44%	35%
Ingrown Toenails	28%	29%
Corns	19%	27%
Pinched Nerves	11%	11%
None Of These	16%	16%

- **Effectiveness Only Part Of The Equation.** When choosing a foot moisturizer, younger women give less thought to effectiveness than older women, with 79 percent rating this as a factor compared the 84 percent of older women who do.