Methodology

- Edge Research conducted a national opinion survey on behalf of the American Podiatric Medical Association (APMA) on attitudes toward foot health and foot care.

- Online survey of 1021 US adults, age 18 or older
  - Recruited from a national panel, and controlled to be census representative by gender, age, region, and ethnicity
  - Conducted February 19 – February 26, 2014
  - Survey approximately 15 minutes in length
  - Many of the questions were tracked from a similar study in 2010, to see if there have been any changes over time

Up arrow indicates a significant increase from 2010 survey. The % indicates the net increase since 2010

Down arrow indicates a significant decrease from 2010 survey. The % indicates the net decrease since 2010
Key Findings

From Head to Toe

- There have not been a lot of attitudinal changes since 2010 -- the foot continues to rank low on the list of body parts/functions that Americans see as important to their health and well-being.
- At the same time, almost 8 in 10 Americans have experienced a foot problem, and half say it has impacted their quality of life. Those with regular foot pain tend to have a host of other health issues.

Foot for Thought

- While in theory US adults understand the importance of foot health, they don’t think about it often, and don’t care for their feet as regularly as teeth, eyes or some other body parts.
- The majority trim their toenails, but after that, less than half adhere to other foot care regimens. Women are more likely to care for their feet than men.
- Good news -- more say they would like to know more about how they can care for their feet than in 2010!

Puzzled by Podiatry

- Americans continue to have little knowledge of and experience with podiatrists – these numbers have not changed since 2010.
- Because of this, more would seek out a PCP for help with a foot problem, and/or self medicate.
- Those who have visited a podiatrist are extremely satisfied with their care; in fact, more are satisfied than those who sought out a PCP for foot care.

Foot Over Heels

- When it comes to shoes, high heels are the #1 culprit of foot pain.
- Most women who own heels say these shoes hurt their feet.
- But that doesn’t stop them from buying them – the average woman who owns high heels owns 9 pairs!
- And they are pretty liberal when it comes to height – almost half say they will wear 3 inch heels or higher.
From Head to Toe
From Head to Toe: Foot care continues to fall behind heart, eye, teeth, skin care, and nutrition. However, it is seen as slightly more important than regular exercise.

Q06: Please indicate how important each of the following is to you?

- Heart: 74%
- Eye: 73% (up 7%)
- Teeth: 73% (up 8%)
- Skin: 59%
- Nutrition: 58%
- Foot: 54%
- Exercise: 51%
What Ails You: That said, almost 8 in 10 Americans have experienced a foot problem -- nail problems and foot odor being the most common. This has remained consistent since 2010.

77% of US Adults experienced foot problems
Average # is 2.6

Q16: Have you ever experienced any of the following foot ailments? Select all that apply.
Connection with Other Health Issues: Those who experience regular foot pain are significantly more likely to experience problems in other areas of the body.

Q8. How often do you experience each of the following ailments?
Impact on Quality of Life: Half of adults say that foot pain has restricted their activities in some way, most notably walking and standing for long periods.

Any Activities Restricted by Foot Pain?

- 83% among those with regular foot pain
- 51% of adults say activities restricted by foot pain

Activities Restricted by Foot Pain

- Walking: 32% among all adults, 57% among those with regular foot pain
- Standing up for long periods of time: 28% among all adults, 52% among those with regular foot pain
- Exercising: 25% among all adults, 44% among those with regular foot pain
- Sleeping: 11% among all adults, 24% among those with regular foot pain
- Going to work/doing your job: 10% among all adults, 22% among those with regular foot pain
- Playing with children/grandchildren: 6% among all adults, 19% among those with regular foot pain
- Traveling for leisure or business: 7% among all adults, 14% among those with regular foot pain

Q25: Has foot or ankle pain ever inhibited or stopped you from performing any of the following activities? Select all that apply.
Wish List: Those who experience regular foot pain wish they could do a lot more on their feet.

Would Do the Following More if Feet Didn’t Hurt
(Describe at least somewhat)

- **Exercise more**: 39% (Total), 4% (Regular foot pain)
- **Walk more**: 42% (Total), 6% (Regular foot pain)
- **Participate in more activities**: 41% (Total), 7% (Regular foot pain)

Q26 TOP 3 BOX `DESCRIBE PERFECTLY/WELL/SOMEWHAT`: How well does each of the following statements describe YOU?
Foot for Thought
Foot First: In theory, Americans believe foot health is fundamental to well-being.

Importance of Foot Care
(Agree with statement)

- 84%: It is important to pay attention to feet and get them the care they need
- 80%: Foot health is fundamental to your overall well being
- 78%: Feet can be an important indicator of other serious health problems
- 69%: Feet are incredibly complex and require expert care by a podiatrist

Q15: How much do you agree/disagree with each of the following statements?
Foot for Thought: Only 2 in 10 think about their foot health regularly, and this number has remained consistent since 2010.

Foot health is given a ‘great deal of thought’ by 2 in 10 adults

Another 3 in 10 think about foot health but not as frequently

Q12: Overall, how much thought do you give to the health of your feet?
A Foot in Need: Feet are not cared for with as much regularity as other other parts of the body. The number who report caring for their feet has not moved since 2010, while emphasis on some other body parts has.

Q07: Now, please indicate how regularly you do each of the following:
Foot Care: The bare minimum for most adults is to keep their toenails trimmed. Women are more likely than men to care for their feet.

Q24: Do you do any of the following activities to care for your feet?

- Keep toenails trimmed: 74% (82% for women, 67% for men)
- Apply over-the-counter lotions/creams to your feet: 46% (61% for women, 31% for men)
- Purchase supportive/comfortable footwear: 43% (48% for women, 37% for men)
- Have a cleaning regimen for feet: 33% (36% for women, 29% for men)
- Do leg/ankle/foot exercises: 32% (34% for women, 30% for men)
- Use over-the-counter insoles for shoes: 29% (30% for women, 27% for men)
- Reduce the amount of time standing: 29% (29% for women, 28% for men)
- Use an at-home foot bath: 21% (25% for women, 17% for men)
- Use doctor prescribed orthotics for shoes: 10% (9% for women, 11% for men)

1 in 10 report using orthotics.
More Information! There is an increase since 2010 in the desire to learn more about caring for feet.

Q26: How well does each of the following statements describe YOU? (TOP 3 Box: Describes me perfectly, very well, somewhat well.)

- 63% want to know more about how to take care of their feet
- 50% want to know where to find the best podiatrist in their area
- 47% want to know where to seek help for foot pains/ailments they experience

EDGE RESEARCH
Puzzled by Podiatry
Q17: Which of the following would you do to find information about questions you may have related to your foot health?

- Talk to a primary care physician: 60%
- Look for information using an online search: 48%
- Look for information on specific health-information websites (WebMD, others): 46%
- Talk to a podiatrist: 37%
- Look for information on online forums related to my question: 28%
- Ask a friend or family member: 26%
- None of the above: 10%

Go-to Sources: Podiatrists are not the #1 go-to source for foot advice. Most would talk to their primary care physician first, followed by an online search. A third would seek out a podiatrist.

½ of those who have regular foot pain would contact a podiatrist.
**Treatment:** The most common remedy for foot ailments is self-medicating, and this has actually increased since 2010. About a quarter have visited a specialist, podiatrists being the most common.

### Actions Taken to Address Foot Ailments

- **Treated with over-the-counter products:** 47%
- **Visited my primary care physician:** 33%
- **Nothing - lived with the foot pain or problem:** 25%
- **Visited a specialist:** 24%
- **Other:** 7%

### Visited Specialist

(out of Total n=1021)

- Podiatrist: 20%
- Orthopedist: 6%
- Physical therapist: 3%
- Dermatologist: 2%
- Other: 10%
Limited Knowledge: Familiarity with podiatrists’ work continues to be low compared to other health professionals, and fewer have direct experience (numbers consistent from 2010).

Familiarity with Health Care Professionals

<table>
<thead>
<tr>
<th>Health Care Professional</th>
<th>Very familiar</th>
<th>Pretty familiar</th>
<th>Visited in Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary care physician</td>
<td>68%</td>
<td>90%</td>
<td>95%</td>
</tr>
<tr>
<td>Dentist</td>
<td>68%</td>
<td>89%</td>
<td>97%</td>
</tr>
<tr>
<td>Optometrist/Ophthalmologist</td>
<td>51%</td>
<td>74%</td>
<td>78%</td>
</tr>
<tr>
<td>Dermatologist</td>
<td>41%</td>
<td>67%</td>
<td>53%</td>
</tr>
<tr>
<td>Chiropractor</td>
<td>38%</td>
<td>61%</td>
<td>43%</td>
</tr>
<tr>
<td>Orthopedist/Orthopedic surgeon</td>
<td>35%</td>
<td>56%</td>
<td>45%</td>
</tr>
<tr>
<td>Podiatrist</td>
<td>31%</td>
<td>51%</td>
<td>36%</td>
</tr>
</tbody>
</table>

67% among those who experience regular foot pain

Q10: How often, if ever, have you visited each of the following types of medical professionals?

Q11: How familiar do you feel you are with the kind of work that each of these medical professionals does?
The Podiatric Funnel: While foot ailments are widespread, familiarity and experience with podiatrists are considerably lower. Those with regular foot pain are almost twice as likely to visit a podiatrist, and this number has increased since 2010.
What Prompts a Visit? Lack of knowledge and experience means that problems with feet do not often prompt immediate attention and a visit to the podiatrist.

When to Visit a Podiatrist

Q23: At what point does a foot ailment become something that requires YOU to go and see a podiatrist? (If you have never experienced a foot ailment, please answer based on what you would anticipate.) Select all that apply.

- As soon as you notice/feel something unusual about your feet: 18%
- When something unusual persists for a few days: 35%
- When something unusual cannot be treated with an over-the-counter product: 42%
- When something unusual starts to cause pain: 42%
- When something unusual starts to put limitations on your lifestyle/activities: 49%
- I’d never think to go to a podiatrist: 7%
Considerations: As in 2010, the more severe the foot issue (i.e., surgery), the more likely to consider a podiatrist. Most would not consider a podiatrist for other issues.

Likelihood to Consider a Podiatric Visit
(very likely)

- Foot surgery: 53%
- Ankle surgery: 44%
- Foot infection: 43%
- Bone spurs: 41%
- Stress fractures: 39%
- Pinched nerve/neuroma: 36%
- Diabetic wound care: 36%
- Heel pain/plantar fasciitis: 35% ★
- Hammertoes: 35%
- Tendinitis (Achilles or other): 33%
- Pain in the ball of the feet: 31% ★
- Bunions: 30%
- Nail problems: 29% ★
- Plantar warts: 27%
- Sweaty feet/foot odor: 18% ★
- Pain from wearing high heels: 16% ★
- Blisters: 15%

Of those with the most common foot ailments, few are likely to visit a podiatrist to get them addressed.

Q22: How likely you are to CONSIDER visiting a podiatrist, should you develop that ailment/issue or need that type of treatment
Podiatric Patients Are Pleased! Those who have visited podiatrists give them high satisfaction scores, higher than primary care physicians (who more visit for foot ailments).

Experience with Podiatrists
(among those who visited Podiatrist, n=201)

- Excellent: 47%
- Very good: 34%
- Neutral: 19%

Only a third (34%) of those who visited a primary care physician give them a rating of excellent.

Q19: Thinking about the last time you visited the following doctor to address your foot ailment/s, how would you describe your overall experience?
Positive Experiences! Patients agree that podiatrists provided clear, effective, and timely care. A third say their podiatrist identified, diagnosed, and/or treated other health issues during their appointment.

Experience with Podiatrist
(among those who visited Podiatrist, n=201)

- Was able to quickly give me a clear diagnosis
  - Strongly agree: 58%
  - Somewhat agree: 88%

- Prescribed an effective treatment regimen and/or medication that helped my foot or ankle related issues improve or go away
  - Strongly agree: 52%
  - Somewhat agree: 76%

- Was involved in diagnosing or treating other health-related issues I have, such as diabetes, nerve issues, or circulatory issues
  - Strongly agree: 22%
  - Somewhat agree: 37%

- Helped me identify other health-related issues I have, such as diabetes, nerve issues or circulatory issues
  - Strongly agree: 21%
  - Somewhat agree: 34%

Reasons for Visiting
(among those who visited Podiatrist, n=201)

Q21: Keeping in mind your last experience seeing a podiatrist, do you agree or disagree with the following statements?

Q18B: Reasons for visiting a podiatrist.
Health Connections? There continues to be limited awareness that other health issues can be detected during a foot exam.

**Awareness of Health Issues That Can Be Detected While Examining the Feet**

- Circulatory disorders: 52%
- Nerve disorders: 44%
- Diabetes: 43%
- Arthritis: 41%
- Skin cancer: 25%
- Need for knee/hip replacement: 19%
- Scoliosis: 12%
- Heart disease: 10%
- Asthma: 3%
- Lung cancer: 2%
- Not sure: 16%
- None of the above: 12%

Those with multiple foot ailments and those with a history of diabetes are most likely to link foot health to other health issues.

Q14: Below is a list of health issues that some people have. Do you think any can be diagnosed during a foot exam? If so, select all that apply.
Foot Over Heels
Comfort and Style: A majority of adults would like better looking feet and more comfortable shoes. There are only minimal gender differences.

Q26: How well does each of the following statements describe YOU? (Top 3 box – somewhat well or more)

- Want shoes to be more comfortable: 66%
- Want feet to look better: 60%

69%, 62%

64%, 56%
Footwear and Foot Pain: The most common culprit for pain is high heels! Nearly half of women wear them and most experience pain. Other shoes cause pain for far fewer who wear them.

**Shoes Owned**

- Athletic or running shoes: 76%
- Boots: 59%
- Sandals: 52%
- Flip flops: 48%
- Canvas sneakers (like Converse or Keds): 40%
- Loafers: 34%
- High heels (among women): 49%
- Flats (among women): 48%
- Uggs/other type of winter shoe (among women): 28%
- Barefoot running shoes (like Vibrams): 4%
- Other: 8%

**Shoes Hurt Feet**

- Athletic or running shoes (n=773): 15%
- Boots (n=601): 26%
- Sandals (n=536): 20%
- Flip flops (n=492): 23%
- Canvas sneakers (n=407): 18%
- Loafers (n=352): 15%
- High heels (n=256): 71%
- Flats (like ballet flats) (n=249): 23%
- Uggs (n=146): 13%
- Barefoot running shoes (n=37): 27%
- Other (n=81): 52%

Q30: Of the following, what type of shoes do you own?
Q31: Do you experience pain when wearing any of the following?
How High is Too High? Though a majority of women who wear high heels experience pain, almost half can withstand wearing heels that are 3” or higher.

How High is Too High
(among women who own high heels, n=256)

- 5 inch: 92% too high!
- 4 inch: 77%
- 3 inch: 54%
- 2 inch: 20%
- 1 inch: 5%

• 49% of women wear high heels
• 71% experience pain

All high heels are too high: 3%
Not sure: 4%

Q35: At what point do high heels become too high for you?

EDGE RESEARCH
**Many Heels for Occasional Use:** Most of those who own high heels don’t wear them regularly, but that doesn’t stop them from having a large collection!

**How often do you wear high heels?**
(among women who own high heels, n=256)

- Rarely: 45%
- <1x week: 15%
- Weekly: 39%
- Not sure: 1%

**Number of Pairs of High Heels Owned**
(among women who own high heels)

- The average woman who owns high heels owns 9 pairs!