



Public Opinion Research on Foot Health and Care

Findings from a Survey of 1000 US Adults

September 2010

Prepared by:



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 1000 US adults, age 18 or older
 - Recruited from a national panel, and weighted to census representativeness by gender, age, region and income
 - Conducted August 30, 2010 - September 7, 2010
 - Survey approximately 15 minutes in length
- The data have a margin of error of $\pm 3.0\%$ at the 95% confidence level for the overall results. Margin of error is higher and varies for sub-groups.

Health from Head to Toe

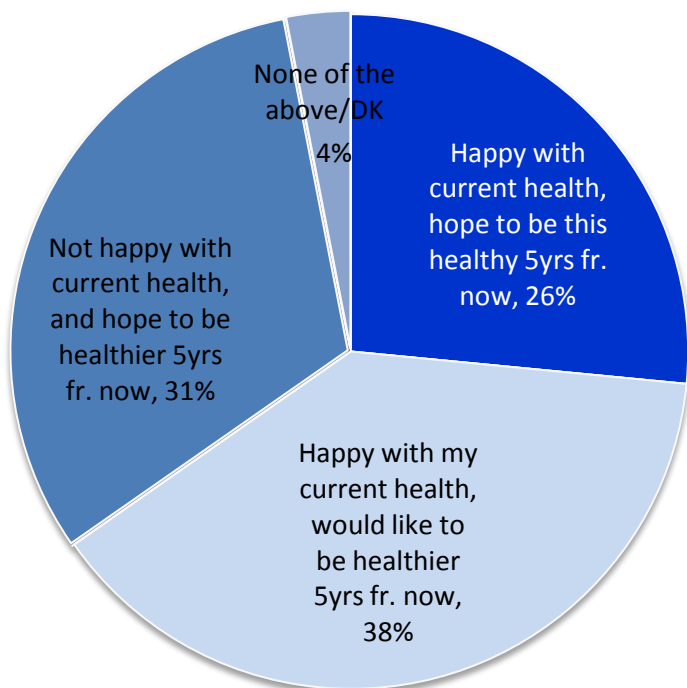


From Head to Toe: Feet rank lowest on the public's list of what is important to their health.

- A majority of adults aspire to be healthier than they are today, but only half consider caring for their feet to be “very” important to their overall health.

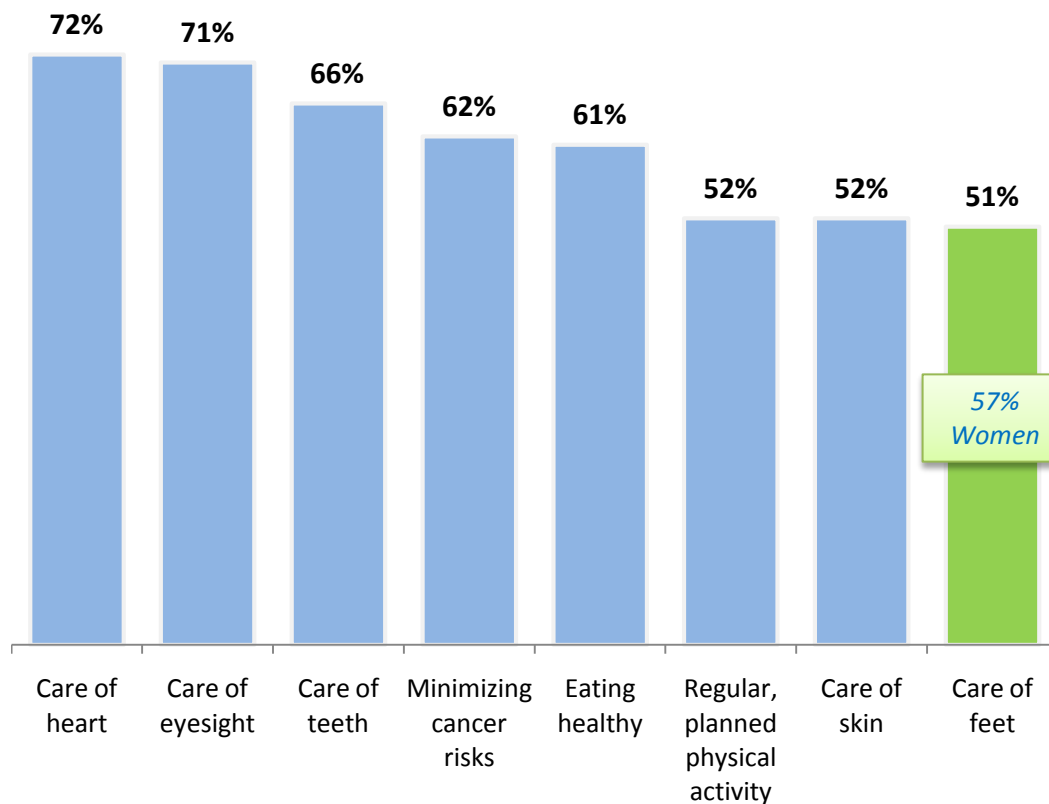
Overall Health Aspirations

69% want to be healthier in 5 years



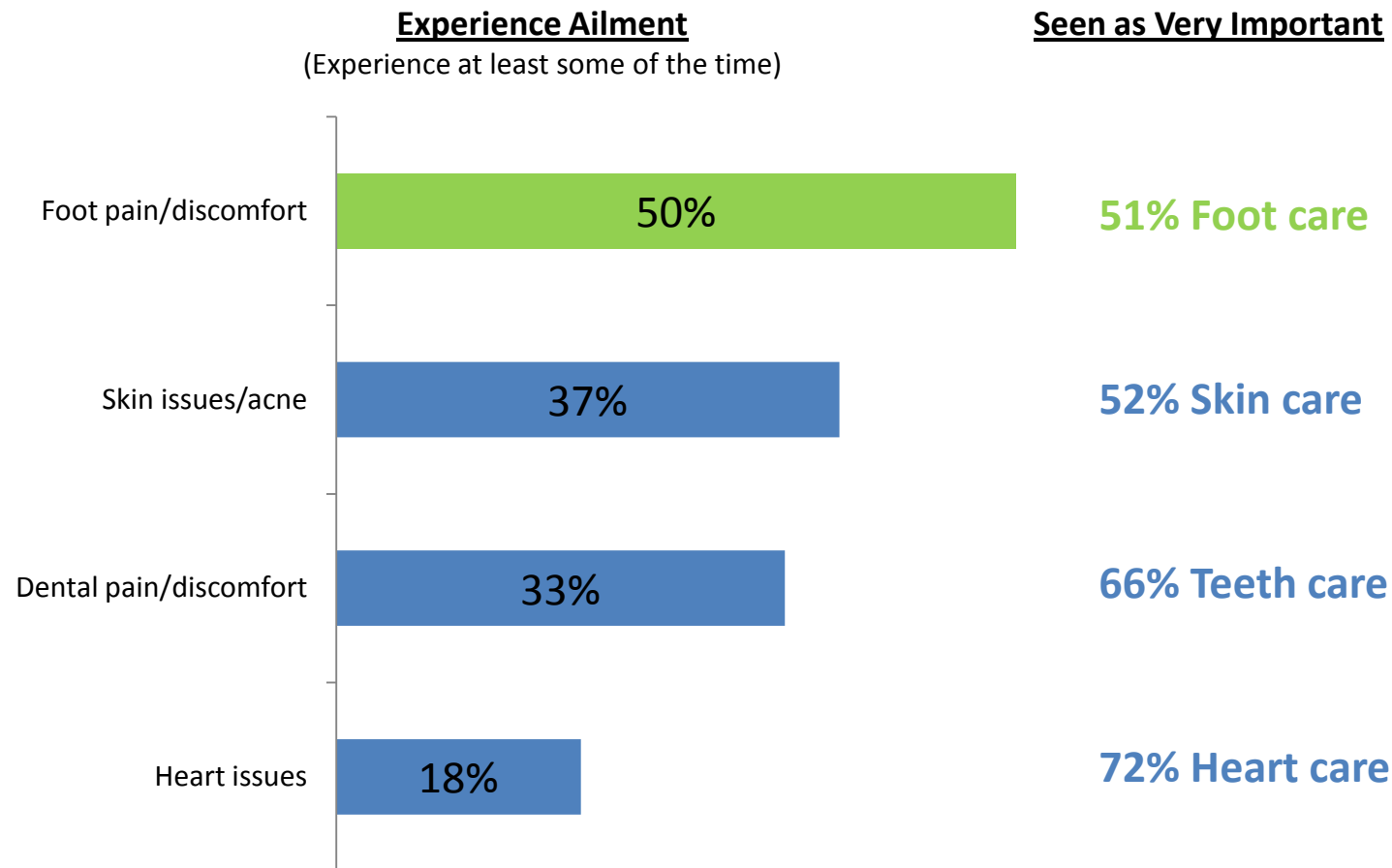
Important to Health

(Very important)



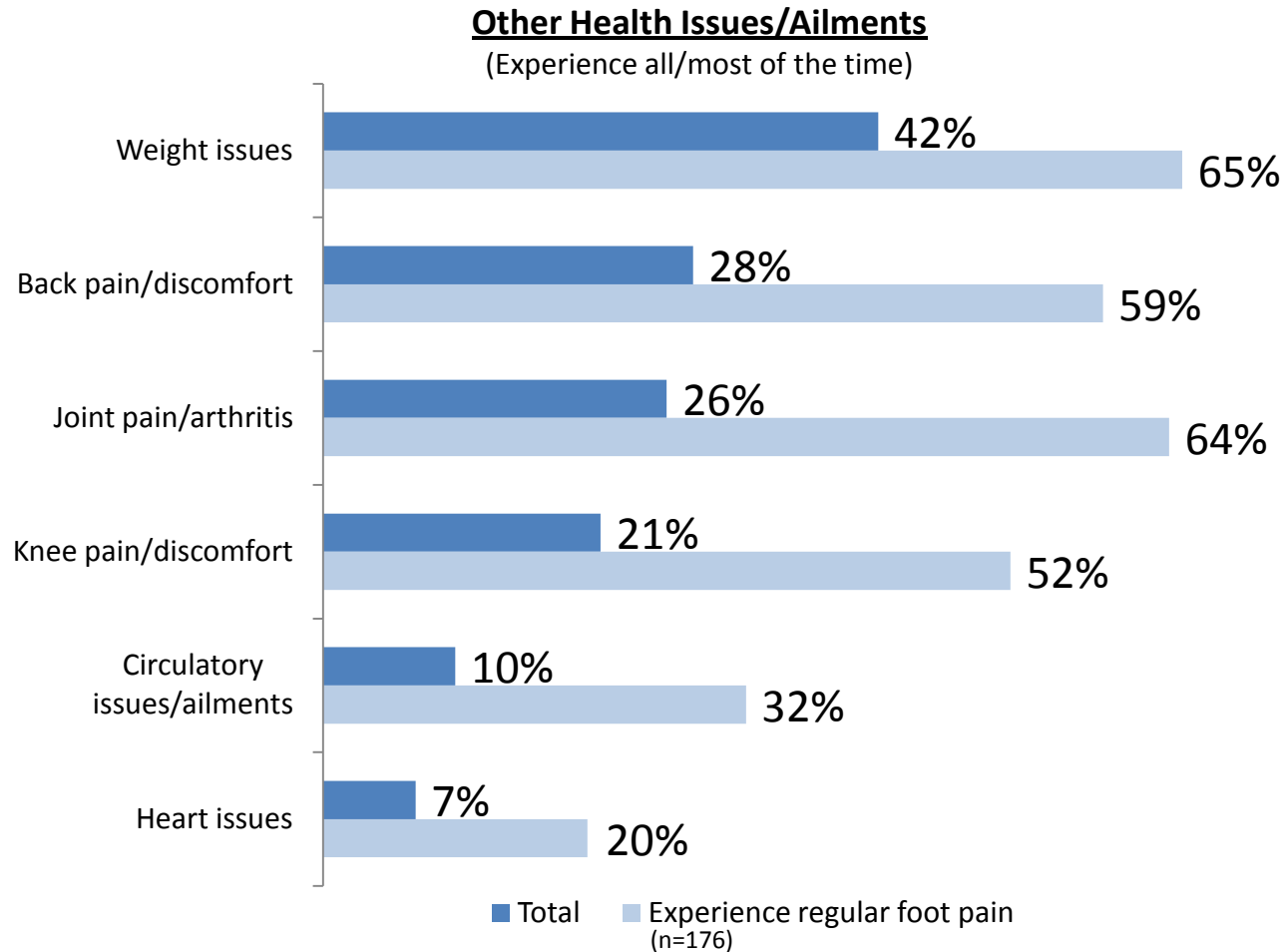
From Head to Toe: At the same time, foot pain is very much a reality for many Americans.

- More adults experience problems with their feet than other parts of the body they consider to be more important to their health.



From Head to Toe: Those who have foot pain are much more likely to experience problems in other areas of the body.

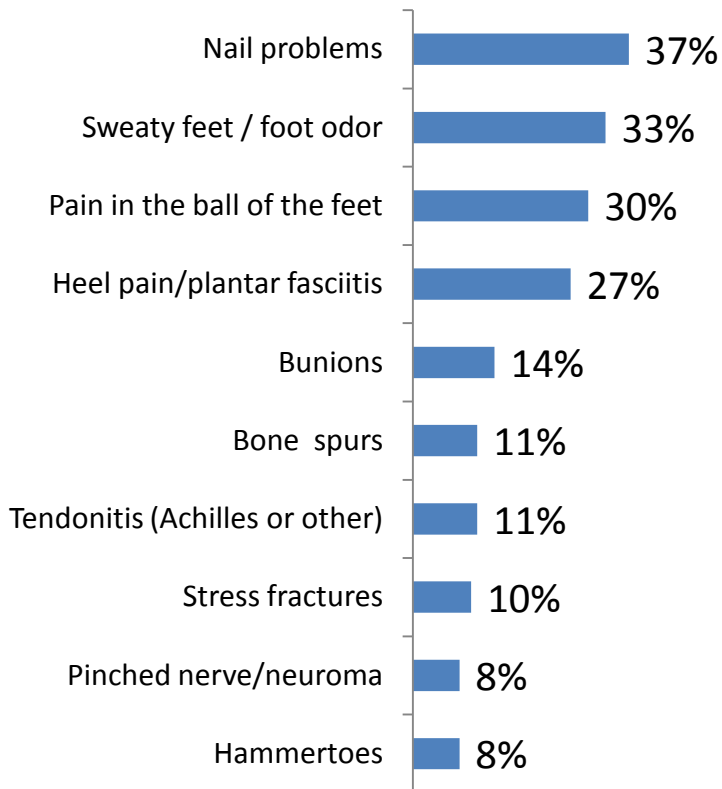
- The data suggests that foot pain relates to other health issues.



From Head to Toe: Most Americans have experienced a foot problem.

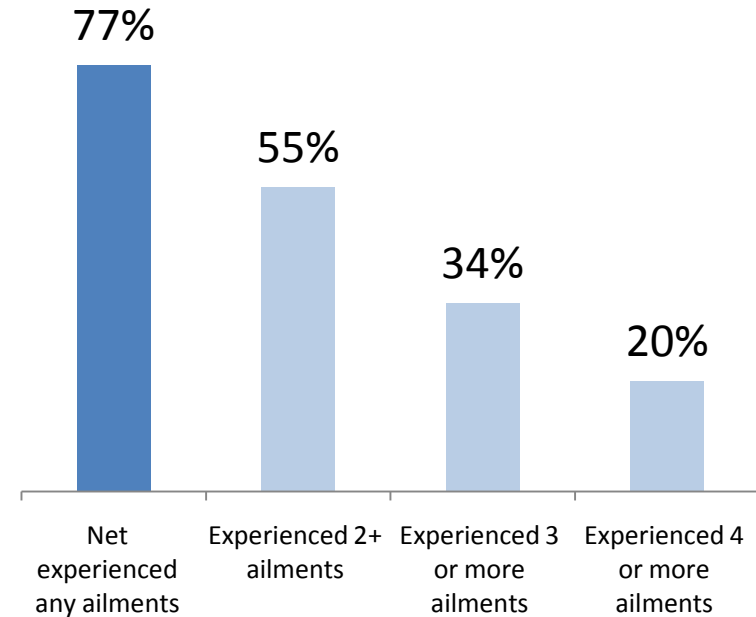
- Almost eight-in-ten adults have experienced some type of foot ailment in their life. Nail problems, sweaty feet/foot odor, ball of foot and heel pain are most common.

Specific Foot Ailments



Experienced a Foot Ailment

Average ailments experienced: 2.0



A Foot in Need: Large numbers of US adults complain that their feet hurt at the end of each day.

- 43% of adults say they wish their feet didn't hurt as much at the end of the day
- 41% feel that if their feet felt better, their back might not hurt as much
- 41% believe their overall health would be better if they did not experience foot pain/ailments

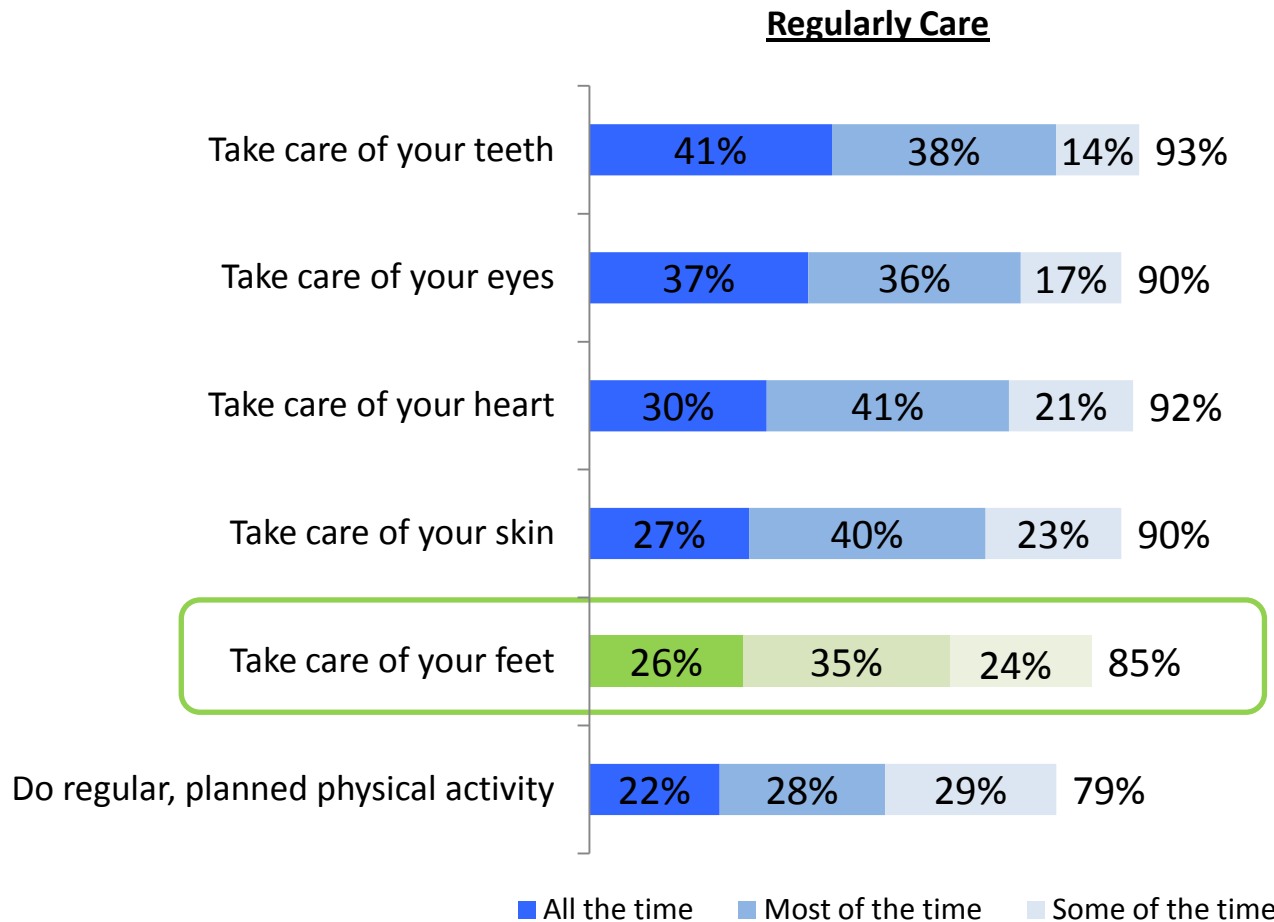


Foot Neglect, A Foot in Need



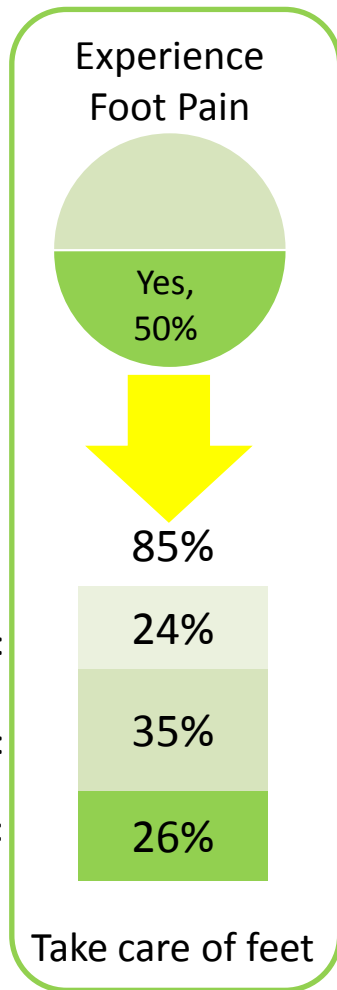
A Foot in Need: Feet are not cared for with regularity.

- Only one-quarter take care of their feet all the time, with an additional third taking care of their feet “most of the time.” Teeth, eyes, heart, and skin all are cared for regularly by more adults.

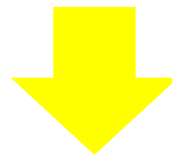
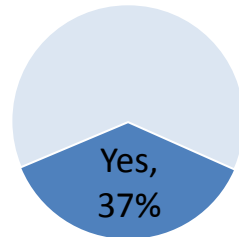


A Foot in Need: Body parts that cause *less pain* get more care than feet.

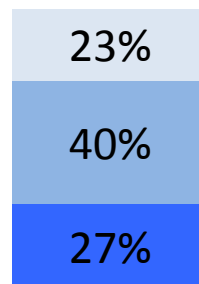
- ... Notably, teeth, skin and heart.



Experience Skin Issues/Acne

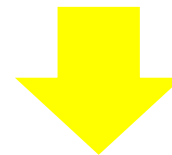
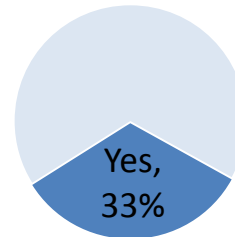


90%

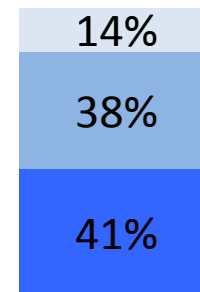


Take care of skin

Experience Dental Pain

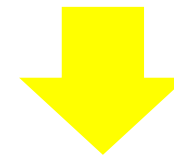
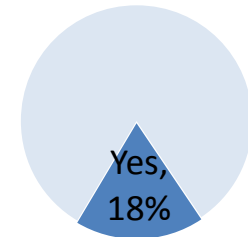


93%

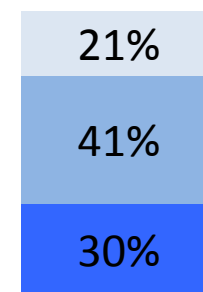


Take care of teeth

Experience Heart Issues



92%

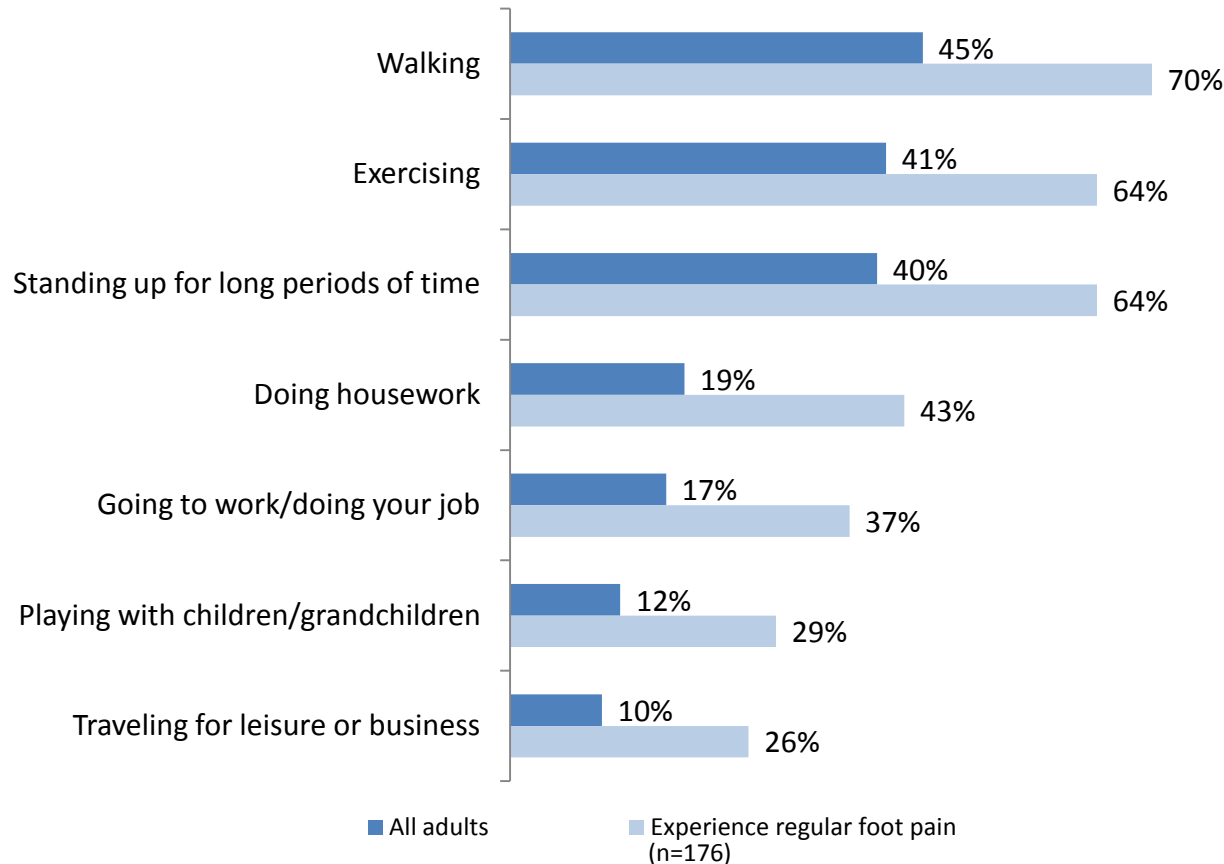


Take care of heart

A Foot in Need: Foot pain often leads to physical limitations.

- Walking and exercise are most likely to be inhibited by foot or ankle pain, as well as the ability to be on one's feet. Large majorities of those with regular foot pain are impacted.

Activities Restricted by Foot Pain



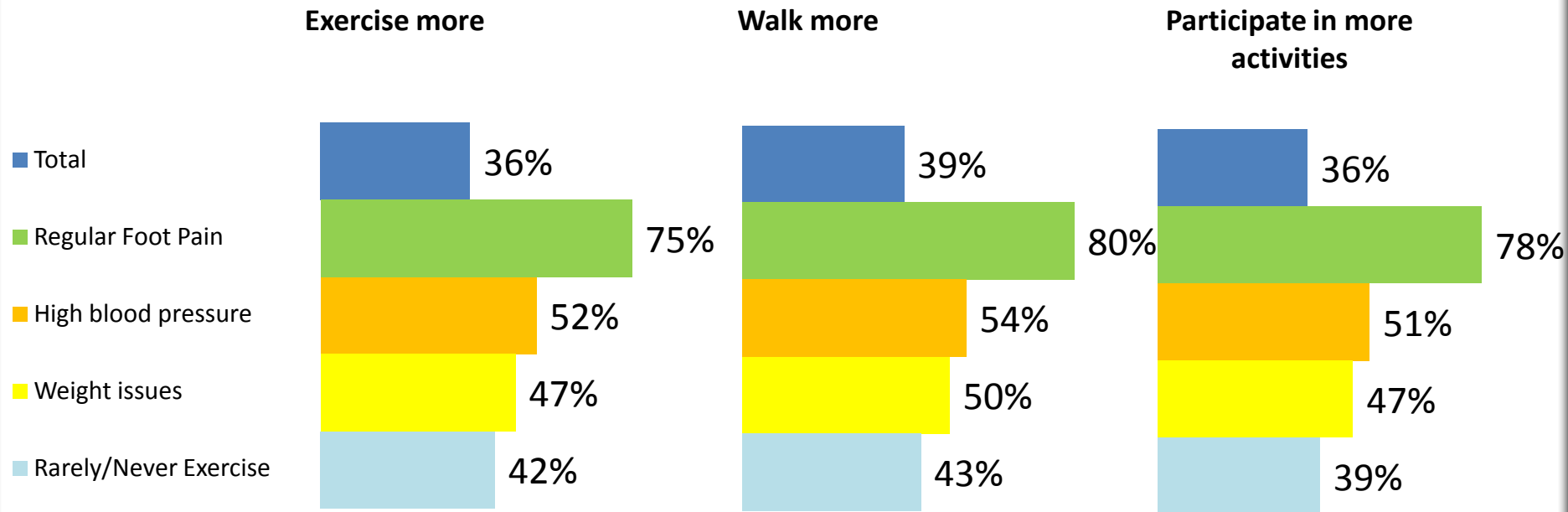
72% of Americans say foot pain has impacted their lifestyle in at least one of these ways

A Foot in Need: Those who experience foot pain, as well as other at-risk groups, wish they could do a lot more on their feet.

- Those who regularly experience foot pain, or have high blood pressure, weight issues, or rarely exercise say they would exercise, walk or participate in activities **more** if their feet did not hurt so much.

Would Do The Following More if Feet Didn't Hurt

(Describe at least somewhat)

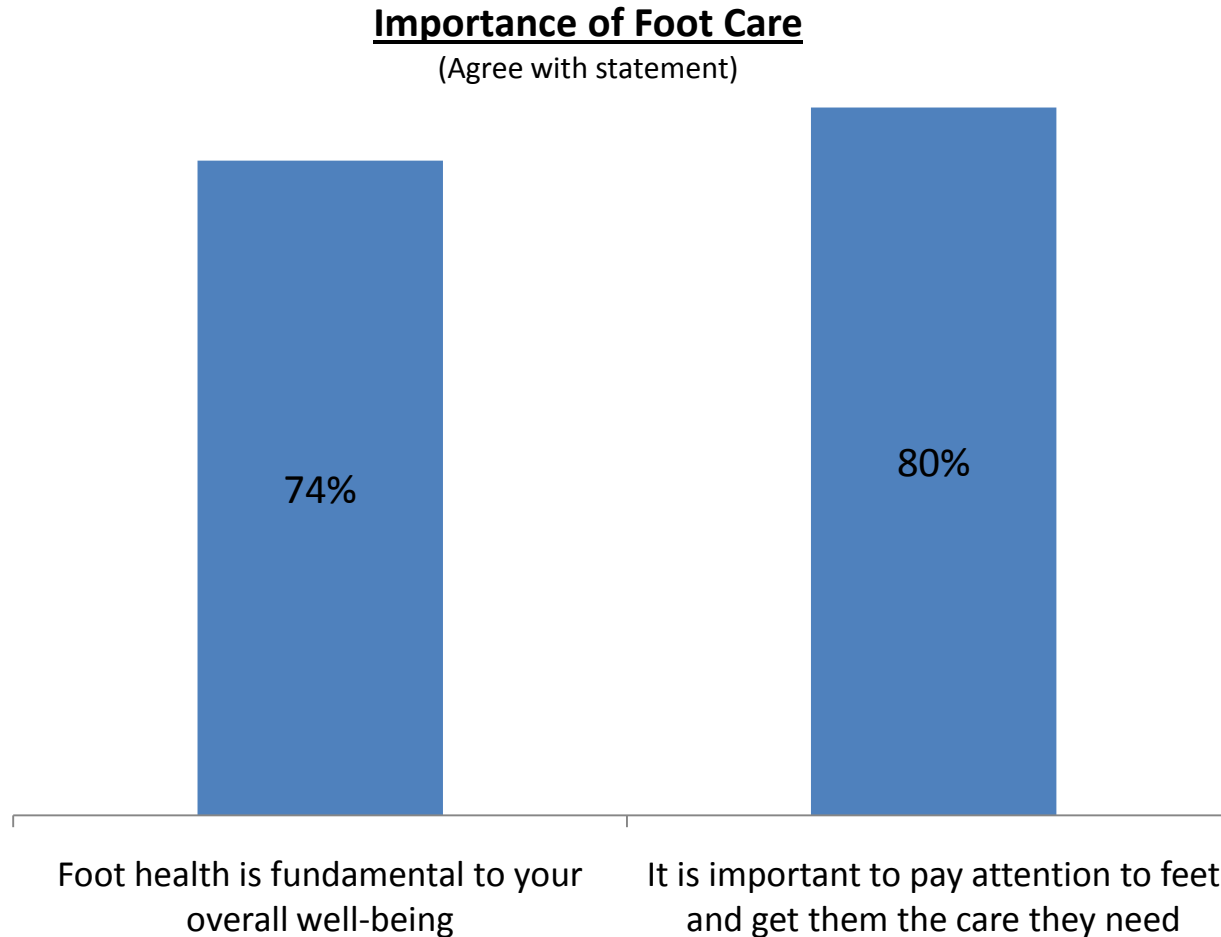


Feet Misunderstood



Importance of Feet: In theory, Americans believe foot health is fundamental to well-being.

- Large majorities agree that foot health is critical to their overall well-being, and that their feet warrant attention and care.



Feet Misunderstood: There appear to be three factors contributing to the neglect of feet.

Lack of Knowledge about Podiatry

- Little understanding of the role of a podiatrist, what a podiatrist can do, and when to visit

Low Awareness about Connection with Other Health Issues

- No depth of knowledge on connection between feet and other vital organs/functions

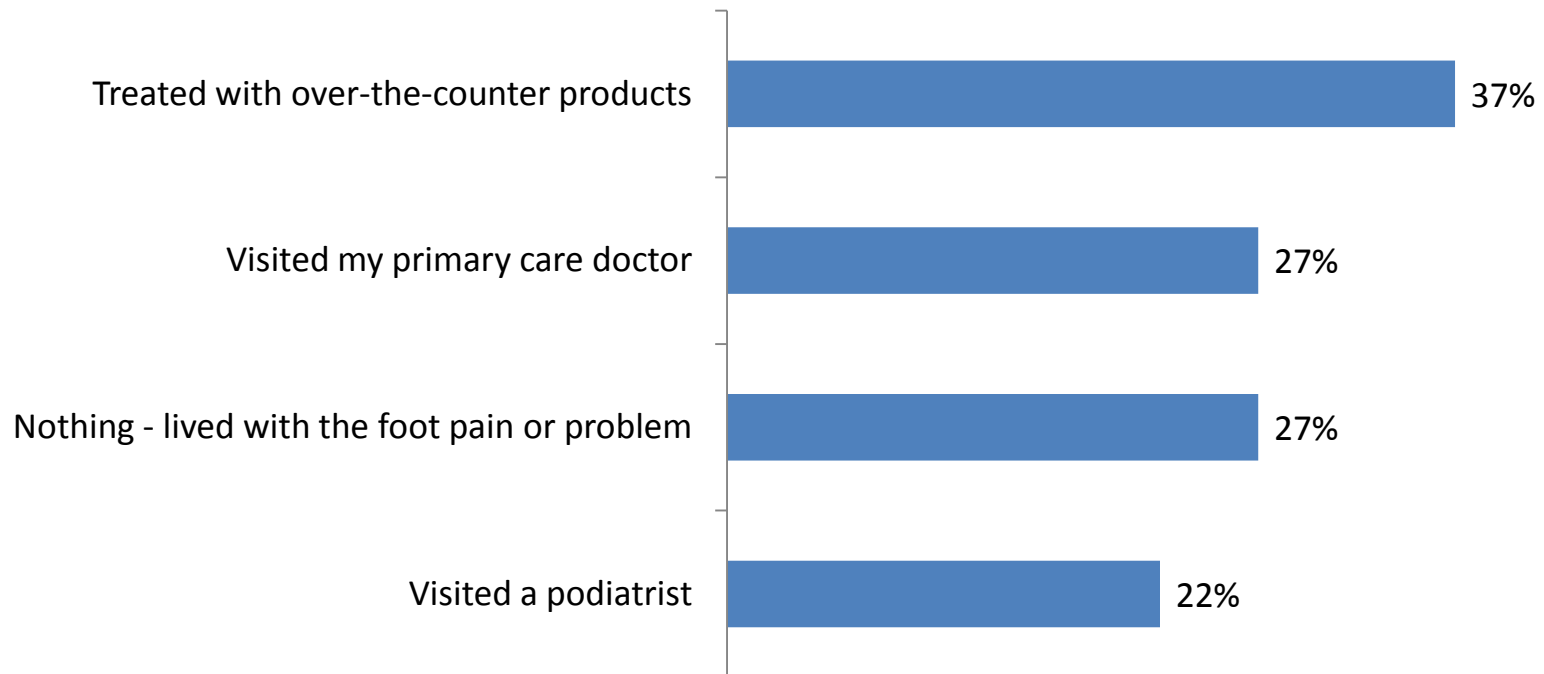
Live With It or Self Medicate

- Tendency to live with foot pain or self-medicate using over-the-counter products

Feet Misunderstood: The most common remedy for foot ailments is self-medicating.

- When it comes to seeking medical attention, visits to primary care doctors rank slightly higher than podiatrists.
- Despite discomfort, close to 3-in-10 adults choose to simply just live with their pain.

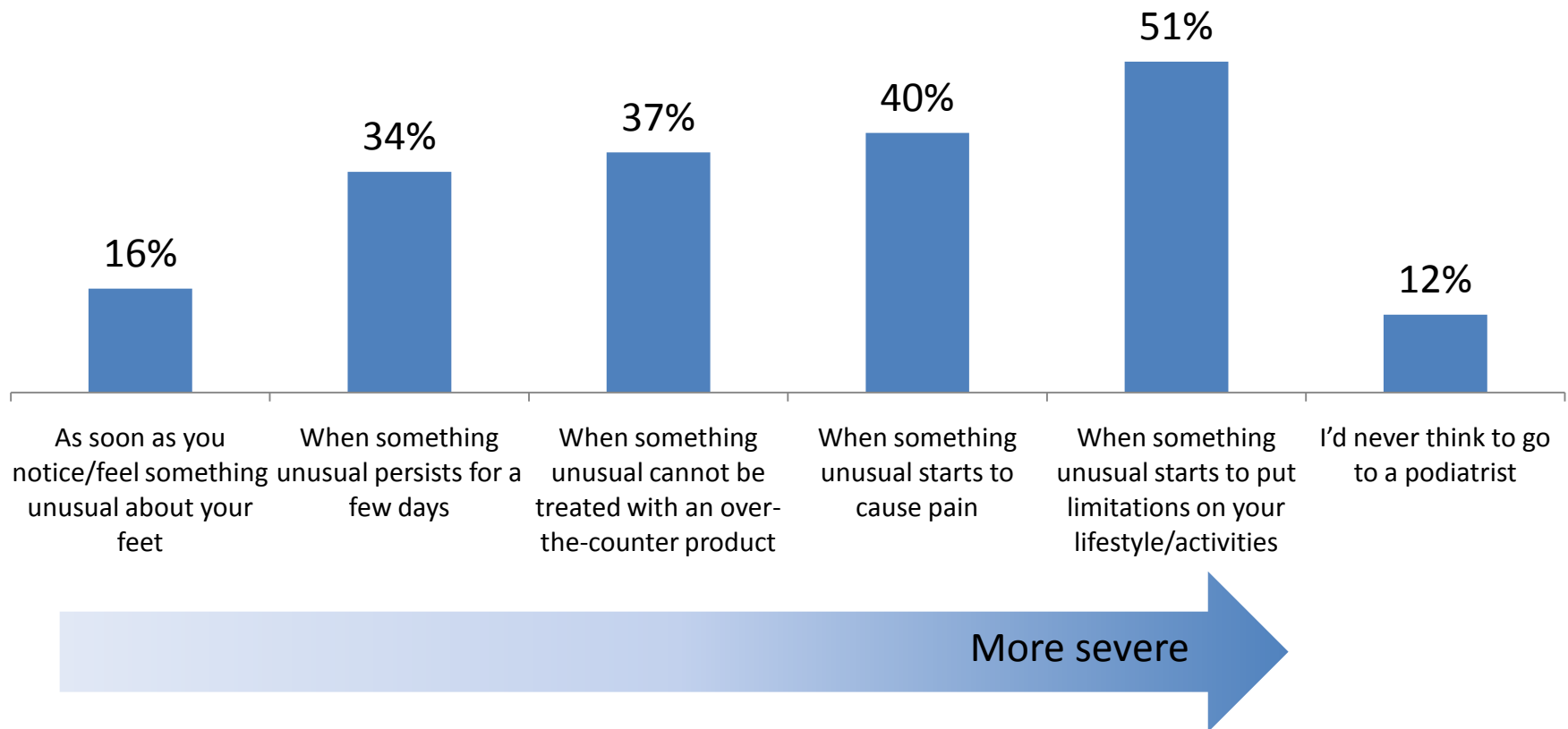
Actions Taken to Address Foot Ailments



Feet Misunderstood: Problems with feet do not often prompt immediate attention and a visit to the podiatrist.

- Few seek podiatric care as soon as they notice something is wrong with their feet. It is more likely that care is only considered when the problem progresses to real limitations on lifestyle or causes pain.

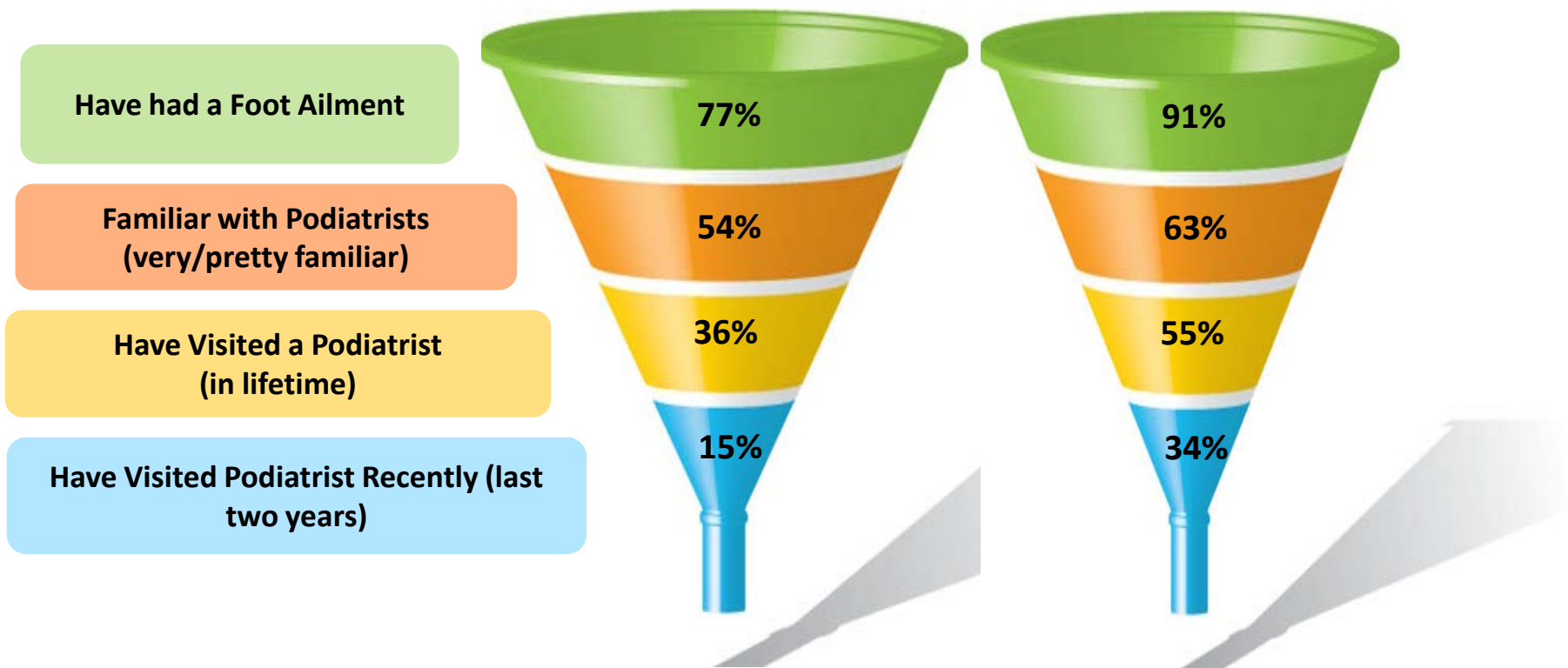
When to Visit a Podiatrist



Feet Misunderstood: While foot ailments are widespread, familiarity and experience with podiatrists are considerably lower – even for those with regular foot pain.

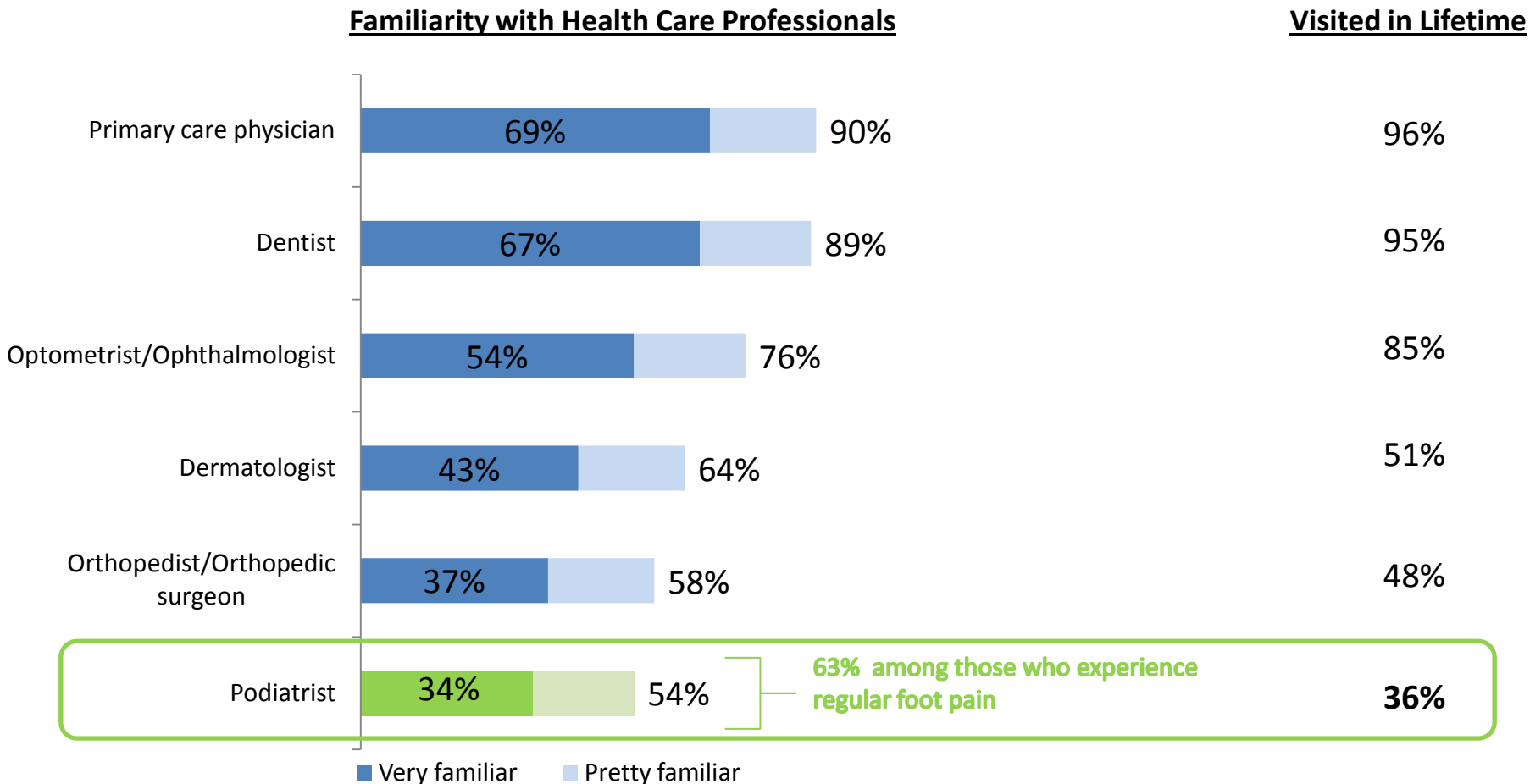
Total US Adults

Among Those Who Experience Regular Foot Pain



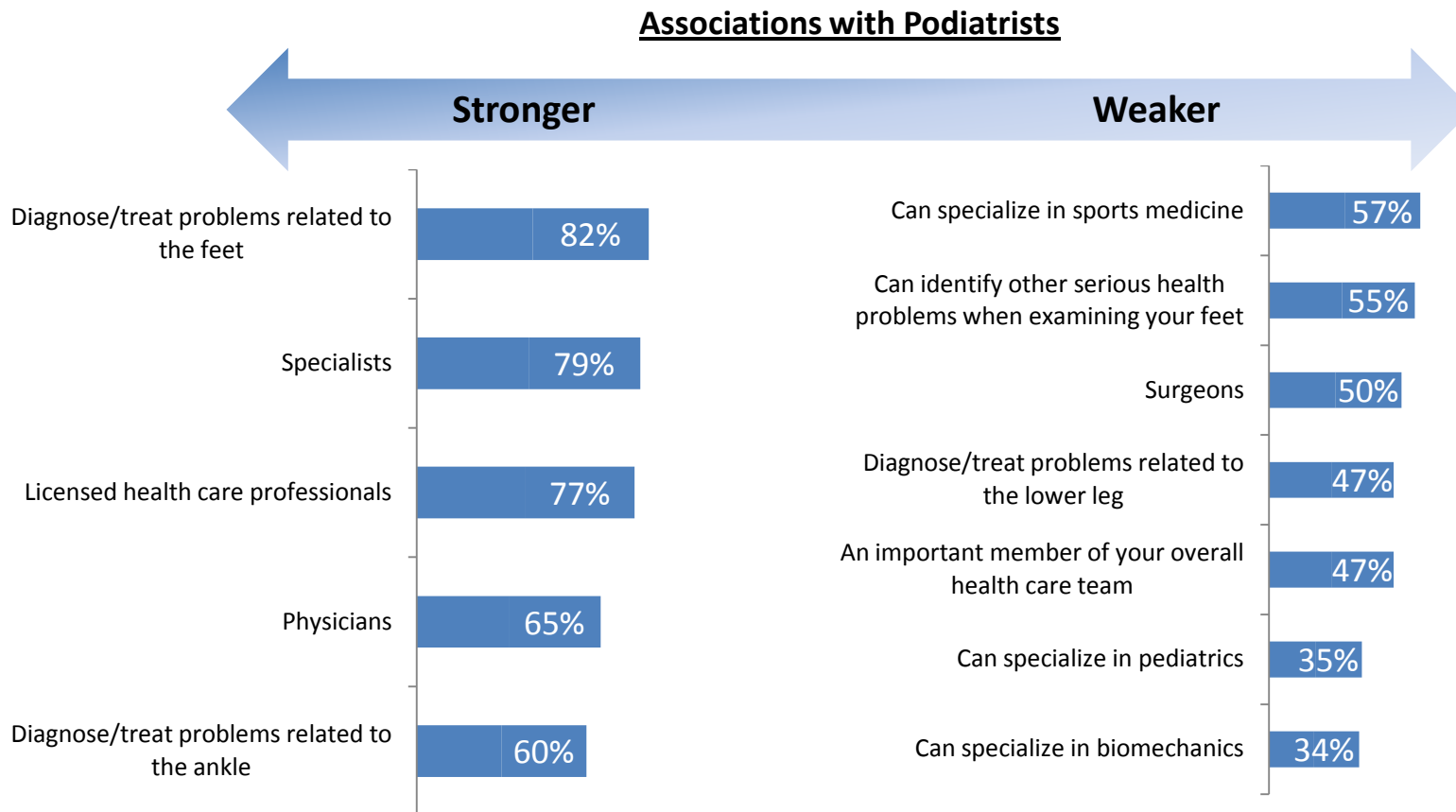
Feet Misunderstood: Familiarity with podiatrists' work is low compared to other health professionals, and only one-third have seen a podiatrist.

- Adults are least familiar with podiatrists versus other medical professionals.
- Those that experience regular foot pain are slightly more familiar with podiatry.



Feet Misunderstood: Americans have a limited understanding of what a podiatrist can do.

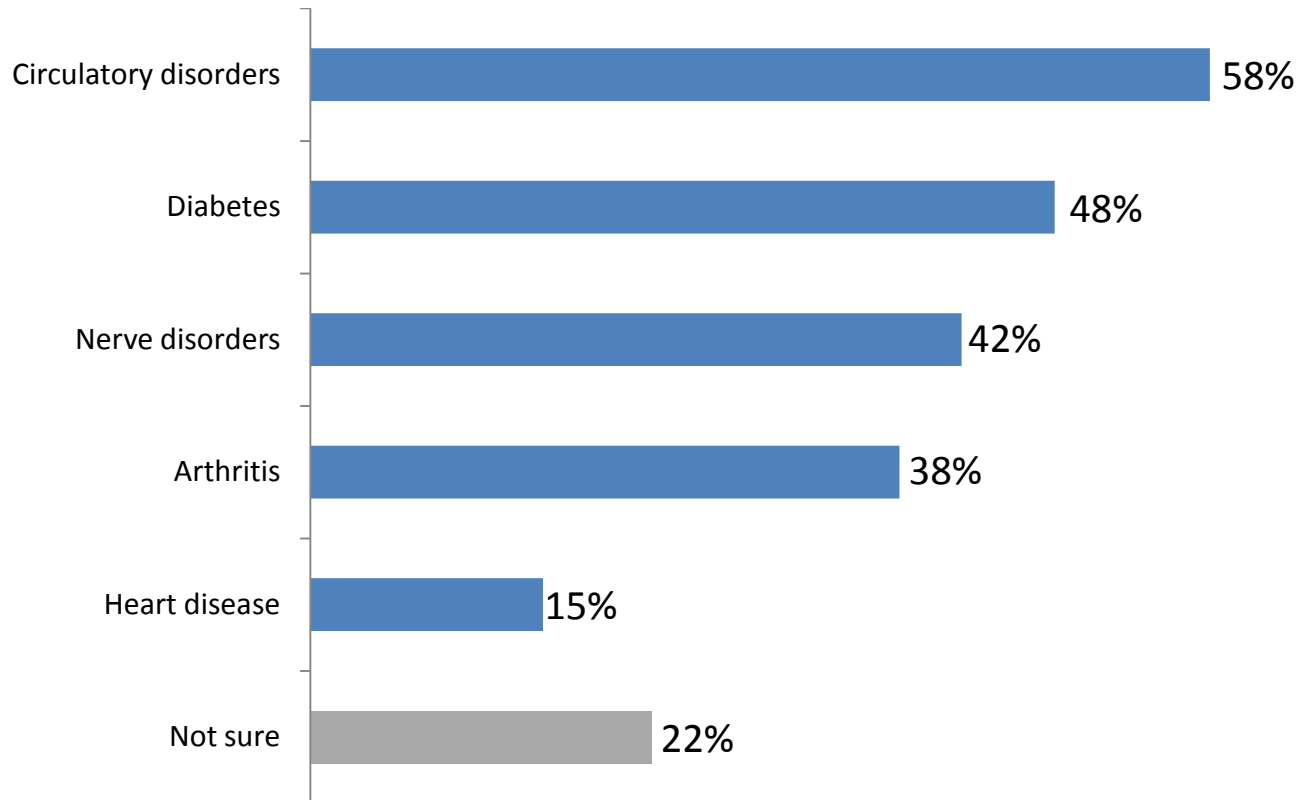
- Most common associations with podiatry surround the general field of healthcare and basic issues related to the feet and ankle.
- Specialties within podiatry, including surgery, and a podiatrist's ability to identify other health issues, are not as widely associated.



Feet Misunderstood: There is limited awareness surrounding the feet and its connection to other parts of the body/medical issues.

- A majority of adults are aware that circulatory disorders can be detected while examining the feet. There is lower awareness of the connection with other health issues.

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



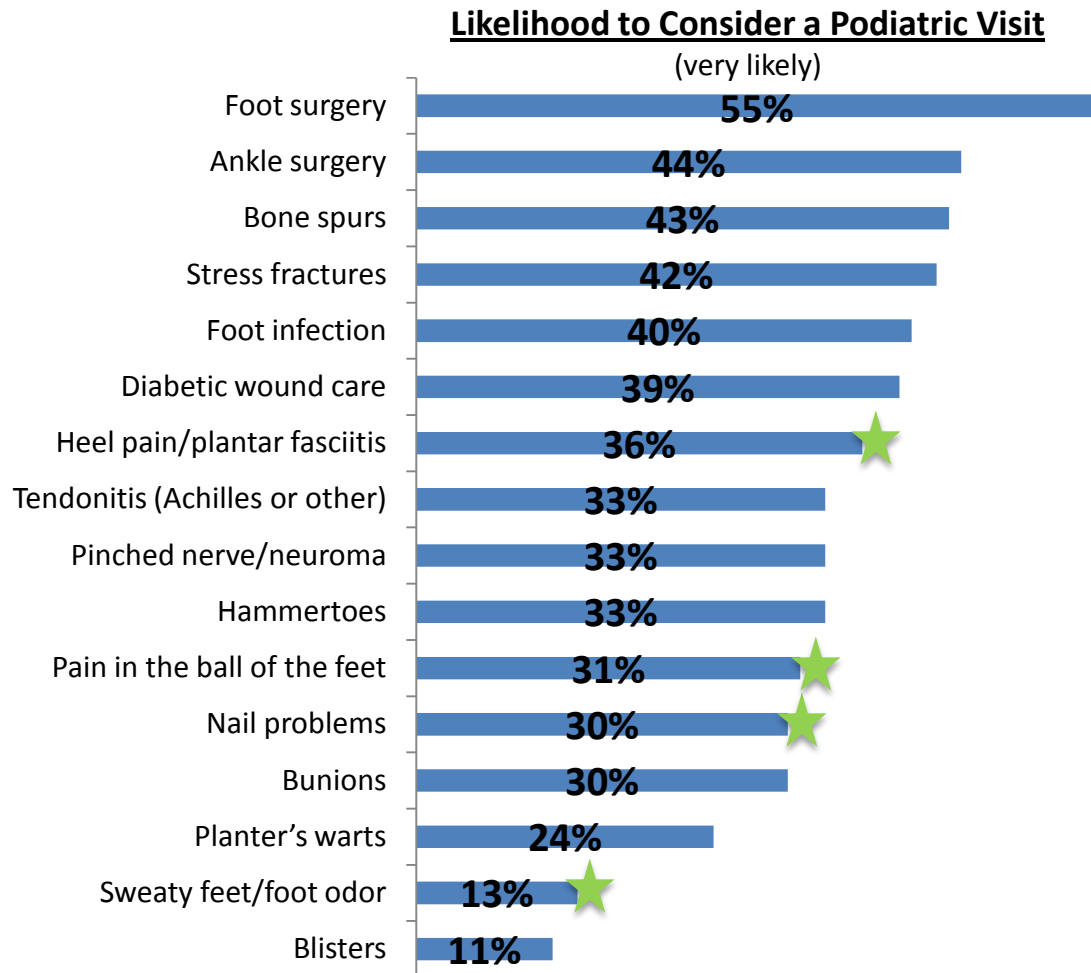
Feet Misunderstood: Those with foot pain/ailments and other health issues are more aware of what can be detected through the feet.

	Total	Regular Foot pain	Experienced 2+ foot ailments	Have high blood pressure	Have high cholesterol	Have diabetes/risk	Have weight issues
Circulatory disorders	58%	55%	67%	64%	67%	68%	68%
Diabetes	48%	49%	57%	57%	57%	69%	58%
Nerve disorders	42%	49%	50%	45%	47%	54%	49%
Arthritis	38%	47%	46%	42%	40%	47%	45%

Bold, green indicate significantly higher awareness

Motivations to Visit Podiatrist: More severe health problems are more likely to drive patients to a podiatrist.

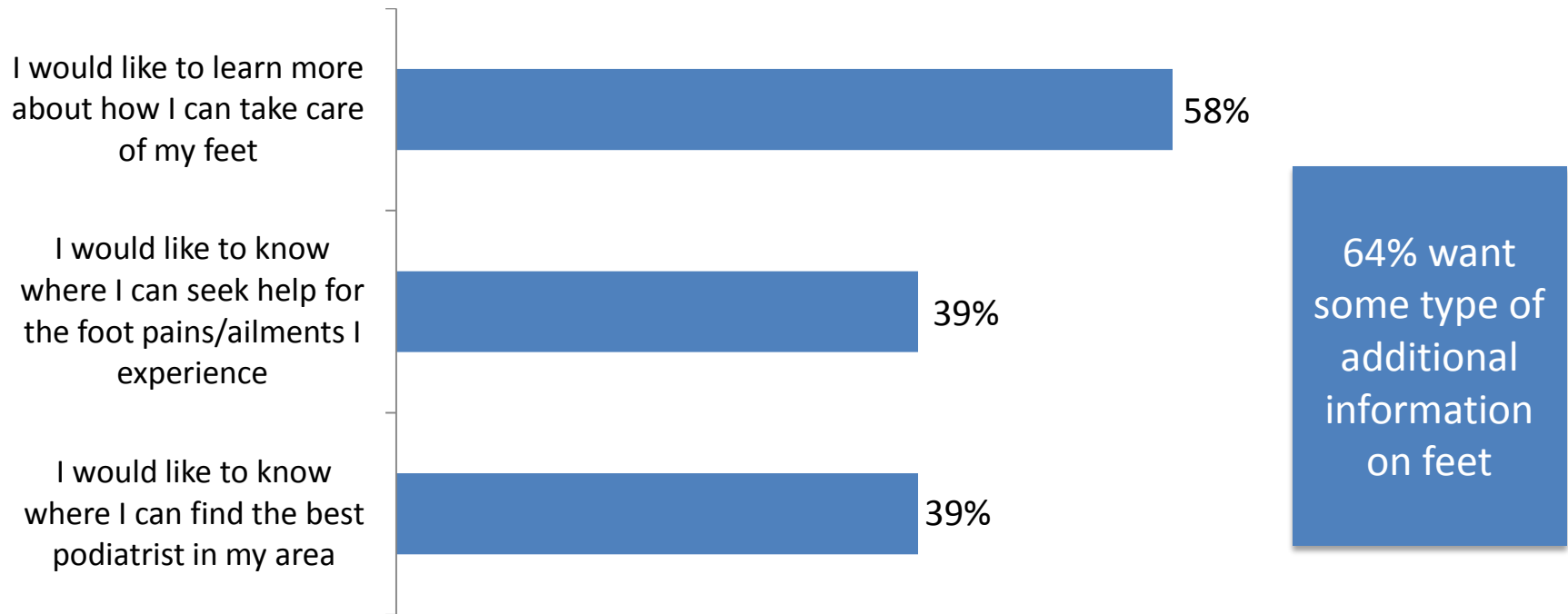
- Severe issues such as surgery, fractures, and infections prompt more adults to consider a visit.
- Issues such as blisters, foot odor, and warts are less likely to make them consider an appointment.



Few are likely to visit a podiatrist for the more common foot ailments they report having

Information Needs: There is a general desire to learn more about caring for feet.

Desire to learn more about feet



APMA Public Opinion Research on Foot Health and Care: Key Findings

Foot Pain and Neglect

- Most Americans have experienced a foot ailment/problem, and half say they have foot pain at least some of the time.
- In addition, *more* Americans experience pain and problems with their feet, than other body areas they consider more important to health (e.g. skin, teeth, heart).

Health Head to Toe

- From head to toe, the foot ranks lowest on a list of body parts/functions that Americans see as important to their health and well-being.
- Yet few say they would seek out a podiatrist unless the problem was severe – impacting their lifestyle, causing real pain, or needing surgery.

Staying on Your Feet

- Foot pain impacts a majority of Americans' daily activities – whether it be walking, exercising, or just standing for long periods of time.
- And those with regular foot pain are much more likely to suffer from a variety of other health issues, including back, knee, and joint pain, weight and heart problems.

Feet Misunderstood

- Foot neglect stems from lack of knowledge.
- Americans have limited understanding on the role of the podiatrist, what a podiatrist can do, and when to see a podiatrist.
- Yet there is a desire for more information on how to take care of one's feet.