



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.¹
- More women than men are bothered by aches in the balls of their feet (41% vs. 28%) and shoe pain (35% vs. 19%).¹
- When it comes to treating foot ailments, 27 percent of women admitted they did nothing to address the problems.³
- Only 23 percent of women visited a health care professional within one month after the onset of foot pain.³

Footwear

- Far more women (87%) than men (68%) have suffered due to painful footwear.¹
- As a result of wearing uncomfortable shoes, women reported heel pain (63%), pinched nerves (19%), and ingrown toenails (28%) among their foot complaints.¹
- Twenty-seven percent of women who currently experience heel pain reported footwear as the primary cause.¹
- Sixty-five percent of women aged 18-49 have not had their feet measured in more than five years.⁴
- Three quarters (75%) of women ranked comfort first, six times as many as those who said style (13%) or price (12%) is their primary concern.²
- 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.³
- Most women (57%) are often embarrassed about their feet.²
- More women than men reported walking for exercise (74% compared to 71%).³

Foot Care

- Eleven percent of women who have had foot trouble consulted a podiatrist in 2008, compared to 25 percent in 2007.¹
- A majority of US women aged 18-49 (72%) spent less money on their feet than other body parts, such as face, skin and hair.⁴
- Seventy-seven percent of women aged 18-49 spent less than \$200 per season on shoes.⁴
- Women with incomes less than \$30,000 annually reported being on their feet the most, spending six or more hours per day on their feet (42%).⁴
- Middle to upper class women (incomes \$75,000+) groomed their feet more frequently than those women who make less.³
- Close to 30 percent of US women aged 18-49 reported showing that they care for their feet by having professional pedicures.³
- Nine in ten (92%) women say they moisturized their feet at least once per month, with nearly one-third (30%) doing so eight or more times per month.²

¹2009 APMA Foot Ailments Survey represents 1,082 men and women

²2008 APMA Sweet Feet Survey represents 500 women aged 18+

³2007 APMA Foot Ailments Survey, represents 522 women aged 18-60+

⁴2007 APMA Women's Consumer Survey, represents 394 women aged 18-60+ unless otherwise indicated

Visit www.apma.org/surveys for complete survey information.