

Profile: Women and Their Feet

- Women consider feet more important to their health (65%) than men (56%).
- Women also experience foot pain in greater numbers than men (53% vs. 45%).
- Women who endure pain say it results in some type of restricted activity (80%).
- Walking, standing for long periods of time, and exercising are the most common activities that are limited among women who experience foot or ankle pain (55%, 51%, 46%, respectively). Many actively try to minimize the time they stand on their feet in effort to reduce the pain (41%).
- A majority of women would like more attractive feet (58%), and they do spend more time caring for their feet than men. But, believe it or not, they would choose healthy feet over attractive feet in a landslide (75% vs. 15%).
- A majority of women wear supportive shoes in an effort to care for their feet (56%), although two-thirds (68%) wish they were comfortable in more shoes.



53% of women experience foot pain

80% say foot pain restricts an aspect of their lifestyle

72% wish they were more comfortable on their feet