

National Foot Health Assessment 2012

Commissioned by



June, 2012

Methodology

Study Methodology

A nationally statistically representative sample of adults age 21+ were selected from NPD's Online Panel for participation in this study. The study was conducted from March 23 to April 2, 2012 and yielded a sample size of 1,456 individuals.

The US population of individuals age 21+ is roughly 222 million (U.S. Census). The ending sample reflects a margin of error +/- 2.6% at 95% confidence.

Completed surveys were weighted to the census targets for adults 21+ on key demographic variables. All data in this report is based on weighted data.

The current study is the second of its kind. The first National Foot Health Assessment was published in 2009. Trend data is shown for those questions that remained the same.

This year respondents were asked to enter their height and weight. The calculation used by the Centers for Disease Control (CDC) to determine Body Mass Index (BMI) was used to calculate the BMI of each respondent based on their height and weight. Where appropriate, insights on the data based on Obese/Very Overweight vs. Average are highlighted in this report.

BMI Calculation: $[\text{Weight} \div \text{Height}^2] \times 703$

Very Overweight (BMI is 30.0 and above)

Somewhat Overweight (BMI is 25.0 - 29.9)

Average (BMI is 18.5 - 24.9)

Somewhat Underweight (BMI is 13.5 - 18.4)

Very Underweight (BMI is below 13.5)

Key Findings

Overall Foot Health & Leading Ailments

Overall foot health levels are not significantly different from 2009. Foot health continues to be a concern for the vast numbers of adults age 21 and older, with 78% reporting ever having a foot issue.

- In 2012, 83% report their foot health to be "Excellent, Very Good or Good." 17%, however, report "Fair or Poor" foot health.
- Overall, 78% of adults age 21+ report ever having one of the foot issues listed in the survey, down significantly from 88% in 2009. The most common foot maladies of three years ago continue to plague men and women today. Ankle Sprain remains at the top of the list, with roughly 1 in 3 adults age 21 and older reporting to have ever suffered from this ailment. Blisters (anywhere on the foot), Calluses, Foot Fatigue, Cracked Skin, and Athlete's Foot still rank in the Top 5 behind Ankle Sprain.
- The percentage of individuals reporting specific ailments listed in the survey showed declines versus 2009, some more notably than others. Athlete's Foot showed the largest drop in reported cases (-8 percentage points 2012 vs. 2009), driven by males (-11 from 2009). Foot Odor/Smelly Feet was down 4 percentage points from 2009.
- Overall foot fatigue or sore/achy feet at 26% is on the rise, up 5 percentage points versus 2009. Women are significantly more likely to report having experienced this ailment than men.
- In fact, women appear to suffer from more foot ailments than men and are significantly more likely than men to report suffering from Calluses, Foot Fatigue, Cracked Skin, Ingrown toenails, Blisters, Swelling, Plantar Fasciitis, and Corns.
- Around half of those adults interviewed (54%) were currently experiencing at least one of the foot ailments listed in the survey. Calluses, Foot Fatigue, Cracked Skin and general Foot Pain are the most commonly reported ailments currently being suffered by adults age 21 and older at the time of this study.
- Similar to levels seen in 2009, nearly 2 in 10 adults report having "Excellent" overall foot health (16%) while the majority fall into the "Good" or "Very Good" self-described spectrum (67%).

Key Findings

Medical Attention & State of Foot Impacting Diseases

Foot pain and foot fatigue continue to affect large numbers of adults. While most only experience mild to moderate pain, as self-reported in this research, there are those who experience high levels of pain. Meanwhile, there was a significant decline in visits to foot-related health care specialists and foot care product usage versus 2009.

- Among individuals currently experiencing foot issues, 59% reported having seen a specialist for their foot condition.
- The percentage of adults reporting foot-impacting diseases (21%) remained directionally the same as levels seen in 2009, regardless of age.
- Diabetes continues to afflict about 10% of adults age 21 and older; however, fewer people with diabetes report having regular foot screenings with their doctor, 46% in 2012 vs. 48% in 2009.
- There were significant declines in people with diabetes reporting “tingling and/or burning sensations in my feet” (24% in 2012 vs. 40% in 2009) and “I have been told I am at risk for foot-related complications” (20% in 2012 vs. 30% in 2009) and those reporting circulation issues (15% vs. 24% in 2009).
- The use of foot care products showed a significant decline (66% in 2012 vs. 76% in 2009). Males’ lack of use drove the decline overall but females also showed declines in some product areas such as foot creams and over-the-counter shoe inserts and foot-beds (both down 6 % pts. among women). Despite the decline in usage, women are still significantly more likely than males to use many of the foot care products mentioned in this study.
- Similar to 2009 levels, over half of adults (58%) report thinning fat pads with the majority (83%) unaware that the fat pad wears away with age.
- Very few adults (7%) report having their walking gait analyzed for biomechanical abnormalities the last time they purchased shoes. Additionally, only 18% of adults reported having their feet measured with a Brannock device.

Key Findings

Activity Levels & Foot Health

Poor foot health is associated with lower participation in fitness, athletic activities and leisure pursuits.

- Those with self-reported excellent/very good foot health are also the ones who report exercising frequently to stay in shape. Individuals who report fair or poor foot health are less likely to report being “active weekly in sports and fitness.”
- On average, adults report participating in sports about 9 days a month. Additionally, the percentage of adults reporting they exercise 16+ times a month was significantly higher in 2012 than in 2009 (23% vs. 17%). Again, those with fair or poor foot health reported exercising an average of 6 days a month vs. 9 for those with excellent/very good foot health.
- Yard work was the top reported activity by adults 21+ and among them, 1 in 4 women and 3 in 10 men reported having sore achy feet and/or blisters as a result of working in the yard. Even something as low-impact as fitness walking produced negative foot health for nearly half of all those participating in fitness walking (46%).
- Even leisure activities such as shopping produced sore feet in nearly half of adults (46%). Of these, over half (55%) said it occasionally impacted their enjoyment of their leisure activities.
- Roughly half (52%) of adults report experiencing sore feet after working all day and another 44% admit it does have a negative impact on their productivity. However, only 3% report having missed work due to foot ailments or conditions. Furthermore, over 3 in 10 reported they were offered sick days from their employer but didn’t use them (35%).

Key Findings

Activity Levels & Foot Health

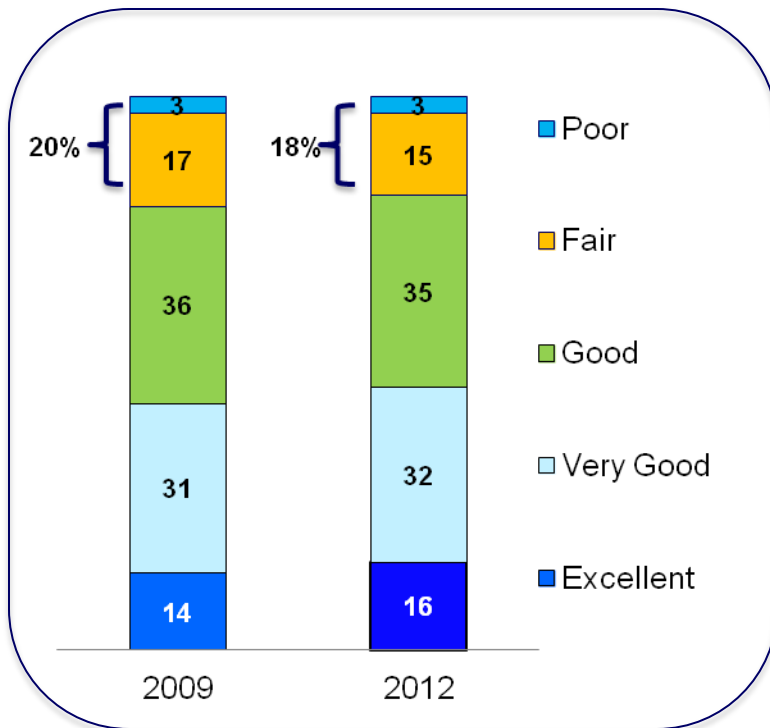
Foot health is negatively related to BMI, creating a real “conundrum” for overweight adults attempting to become more active and healthy.

- The “Very Overweight” are more likely to rate their foot health fair/poor (51%).
- The “Very Overweight” are more likely to currently be experiencing a foot issue (40%).
- The “Very Overweight” are more likely to be currently experiencing a high level of foot pain (16% rate their current foot pain 7-10 on a 10 point scale).
- The “Very Overweight” are less active in fitness/sports activities (32%).

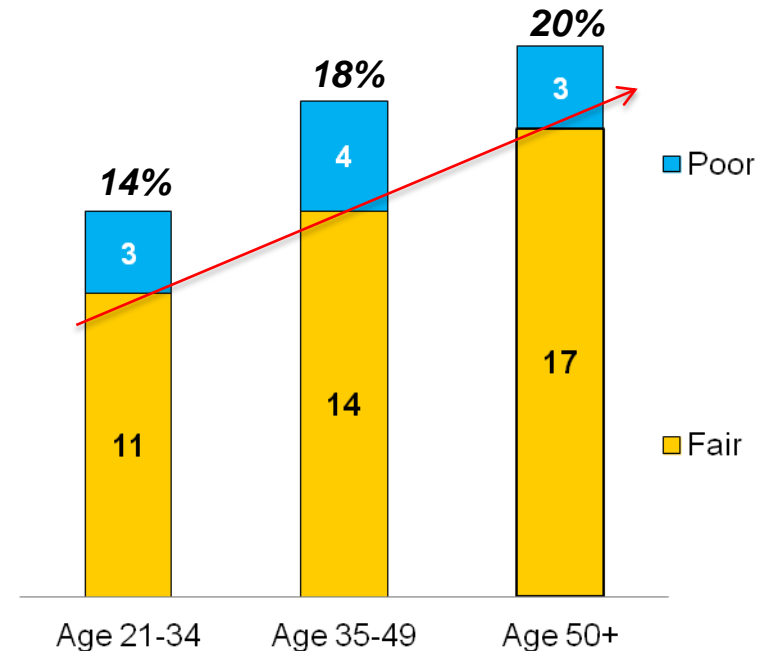
Foot Health Insights

Overall, comparing 2009 to 2012 shows there was very little change in self-reported foot health status, with 48% reporting Excellent/Very Good foot health, 18% Fair/Poor. However, clearly as adults age, foot health declines.

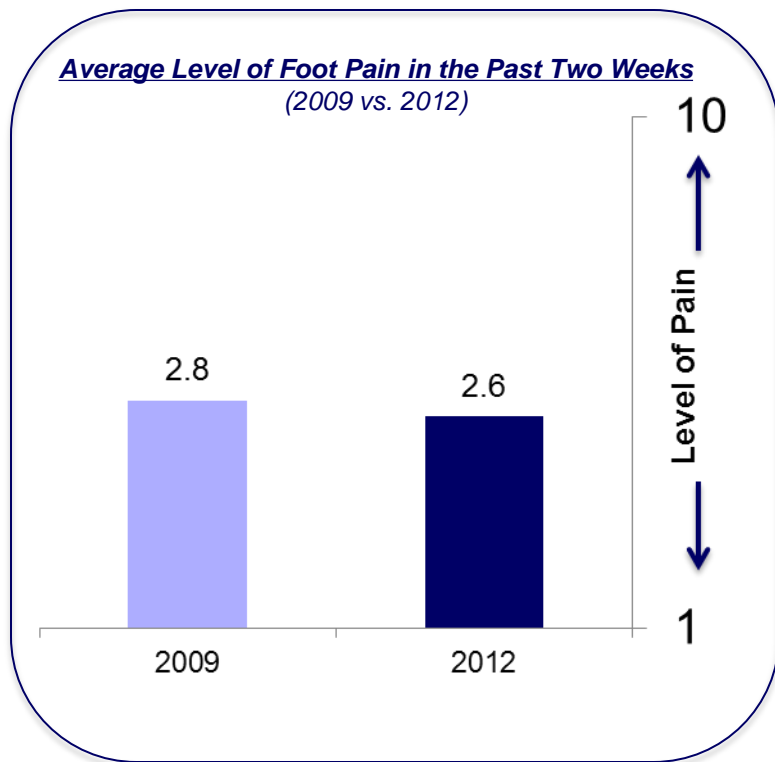
Overall Level of Foot Health – 2009 vs. 2012
(% Among Total Age 21+)



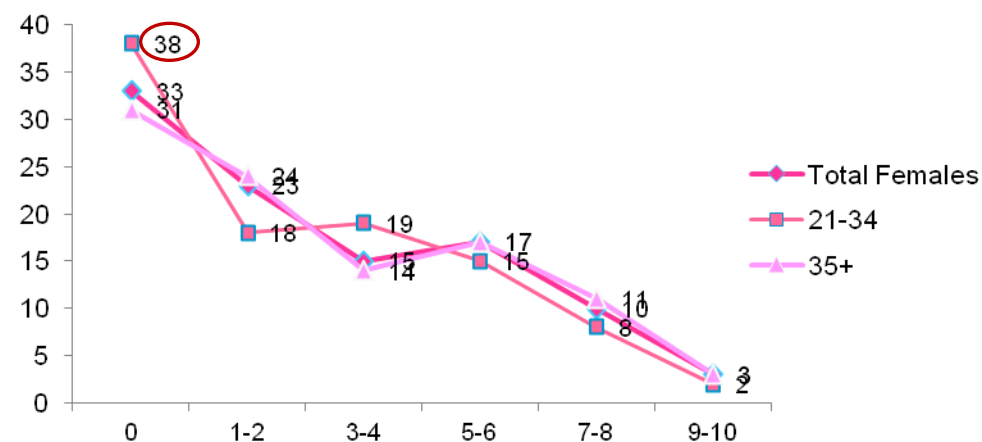
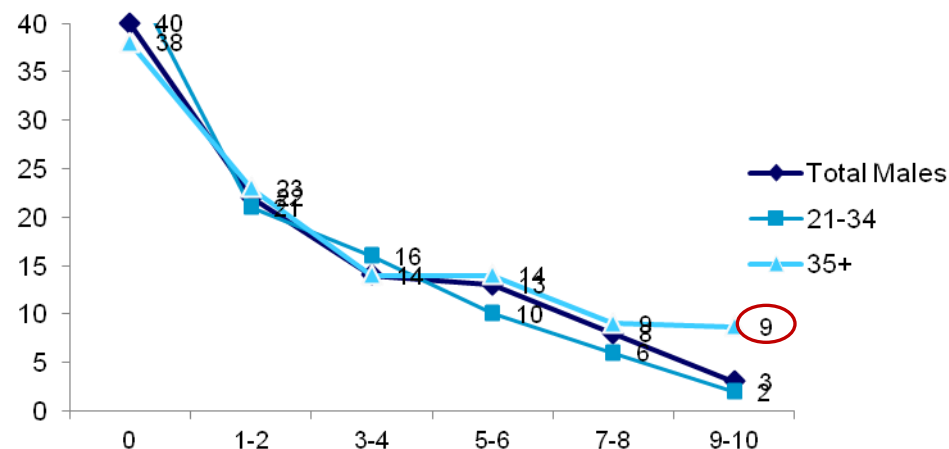
Fair/Poor Foot Health – 2012 – By Age
(% Among Total Age 21+)



Foot pain levels suffered in the past two weeks are for the most part unchanged with a couple of exceptions. In 2012 males 35+ were significantly more likely than in 2009 to report a pain level of 9-10; meanwhile in 2012 females age 21-34 were significantly more likely to report no/zero pain.

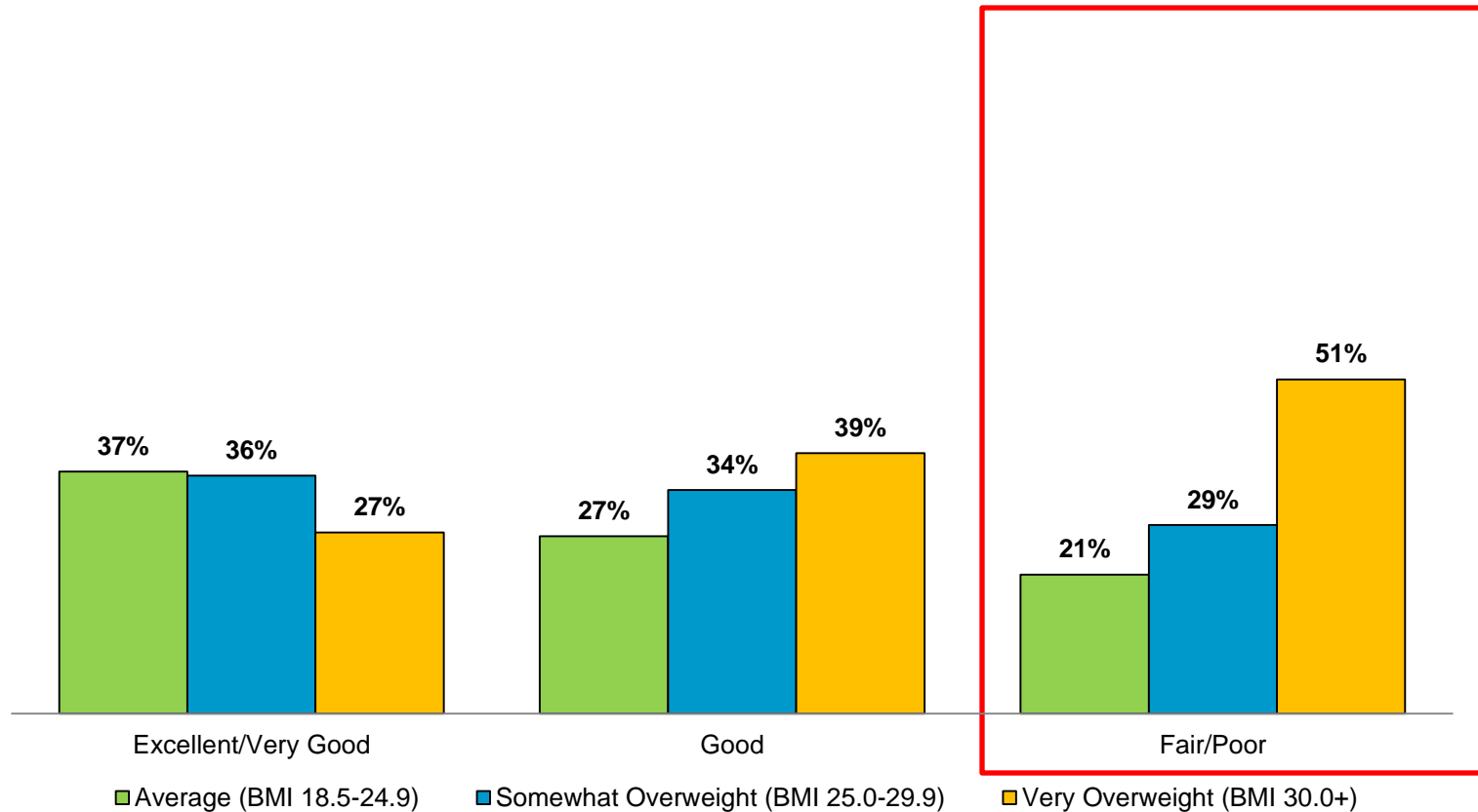


Highest Level of Foot Pain Experienced in the Past Two Weeks
(%Among Total Age 21+)



A negative correlation exists between high BMI and reported foot health. 50% of those reporting “Fair/Poor” foot health also report being very overweight (BMI 30+).

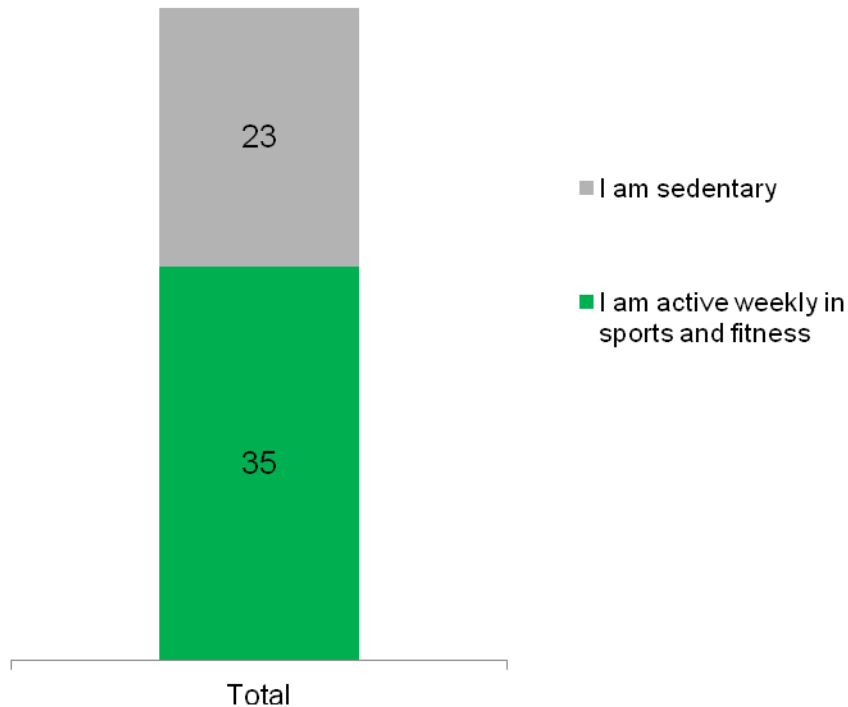
Foot Health by BMI Score
(% Among Total Age 21+)



Clearly foot health affects participation in athletic and fitness-related activities. The percentage of adults who report being active is cut almost in half if their foot health is rated “Fair/Poor.”

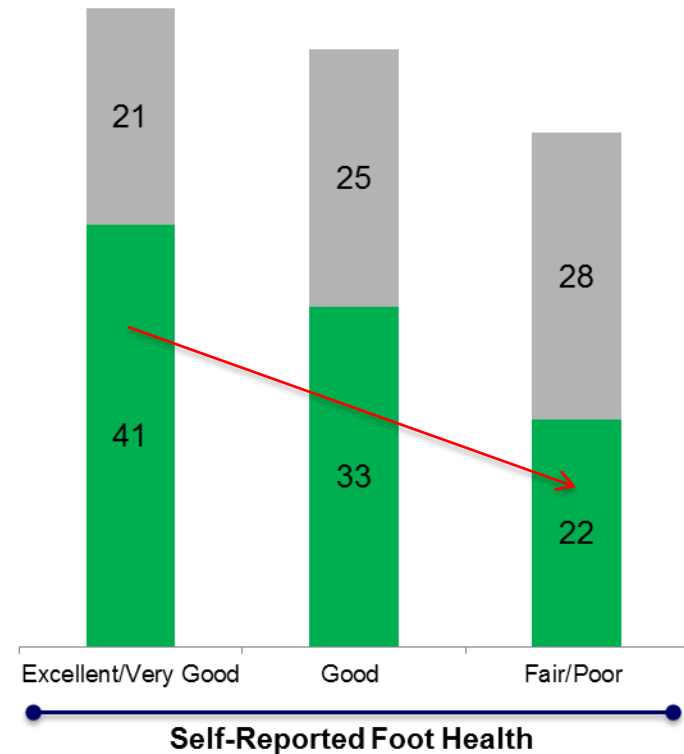
Impact of Foot Health on Sport/Exercise

*Attitudes & Perceptions – Strongly Agree/Somewhat Agree
(Among Total Age 21+)*



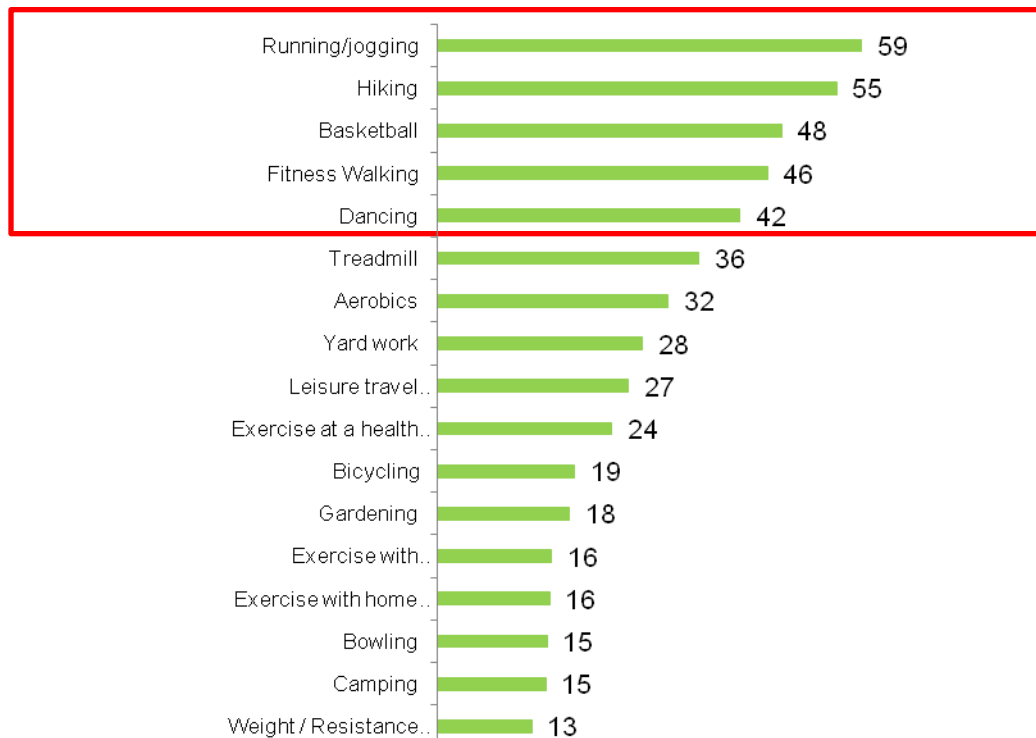
Impact of Foot Health on Sport/Exercise

*Attitudes & Perceptions – Strongly Agree/Somewhat Agree
(Among Self-Described Foot Health Groups)*



Running/jogging, Hiking, Basketball, Fitness Walking and Dancing are the top five activities producing sore, achy feet and/or blisters as a result of participating in the activity.

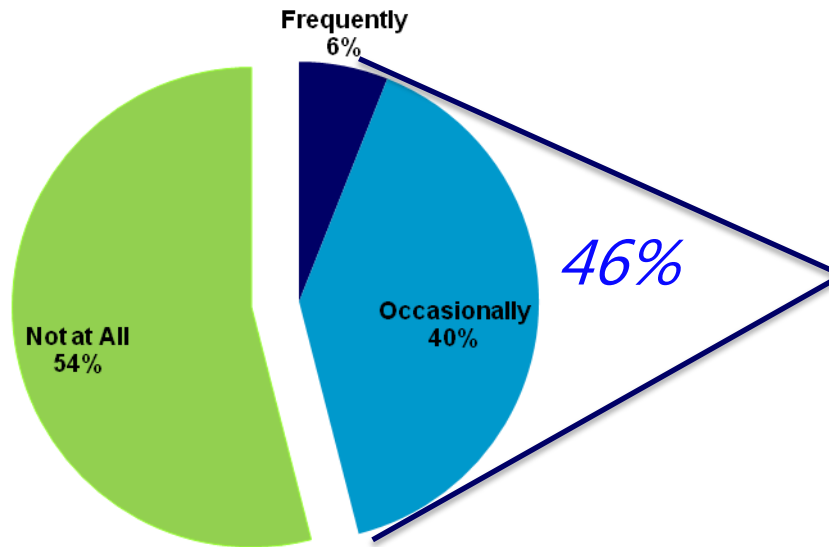
Top Athletic Activities – Sore/Achy Feet or Blisters as a Result of Activity
(% among those who participated in that sport and had sore feet)



Even leisure pursuits such as shopping can lead to sore feet and painful blisters, as nearly half of adults report this result. Over half of those experiencing pain say it does occasionally impact their level of enjoyment as it relates to leisure pursuits.

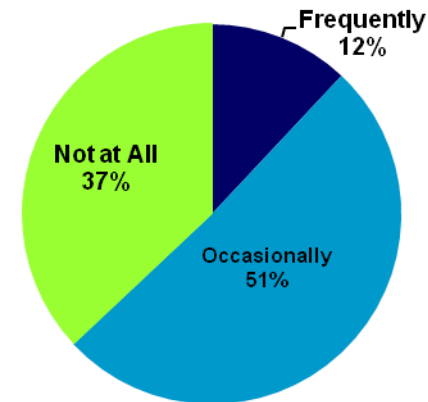
Experience Sore Feet After Leisure Pursuits

(% Among Total Age 21+)



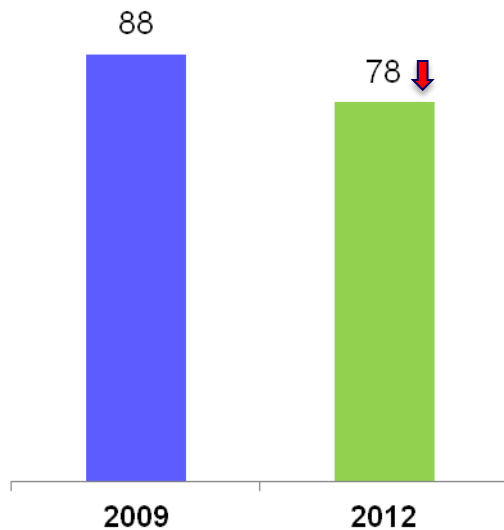
Impact on Enjoyment

(% Among those who frequently or occasionally experience sore feet after leisure)



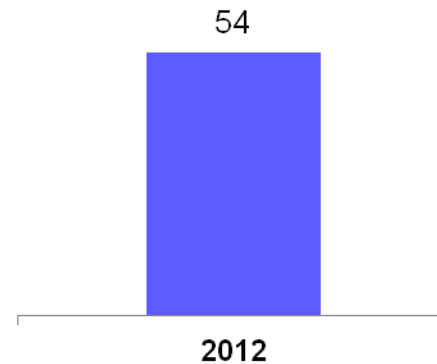
Number of adults reporting having ever experienced any foot ailment or condition is down versus the level reported in 2009. Currently, over half of adults interviewed were experiencing foot ailments.

Ever Experienced any Foot Ailments/Conditions
(% Among Total Age 21+)



Currently Experiencing any Foot Ailments/Conditions
(% Among Total Age 21+)

Note: Question wording changed slightly in the 2012 study making trend comparison inappropriate



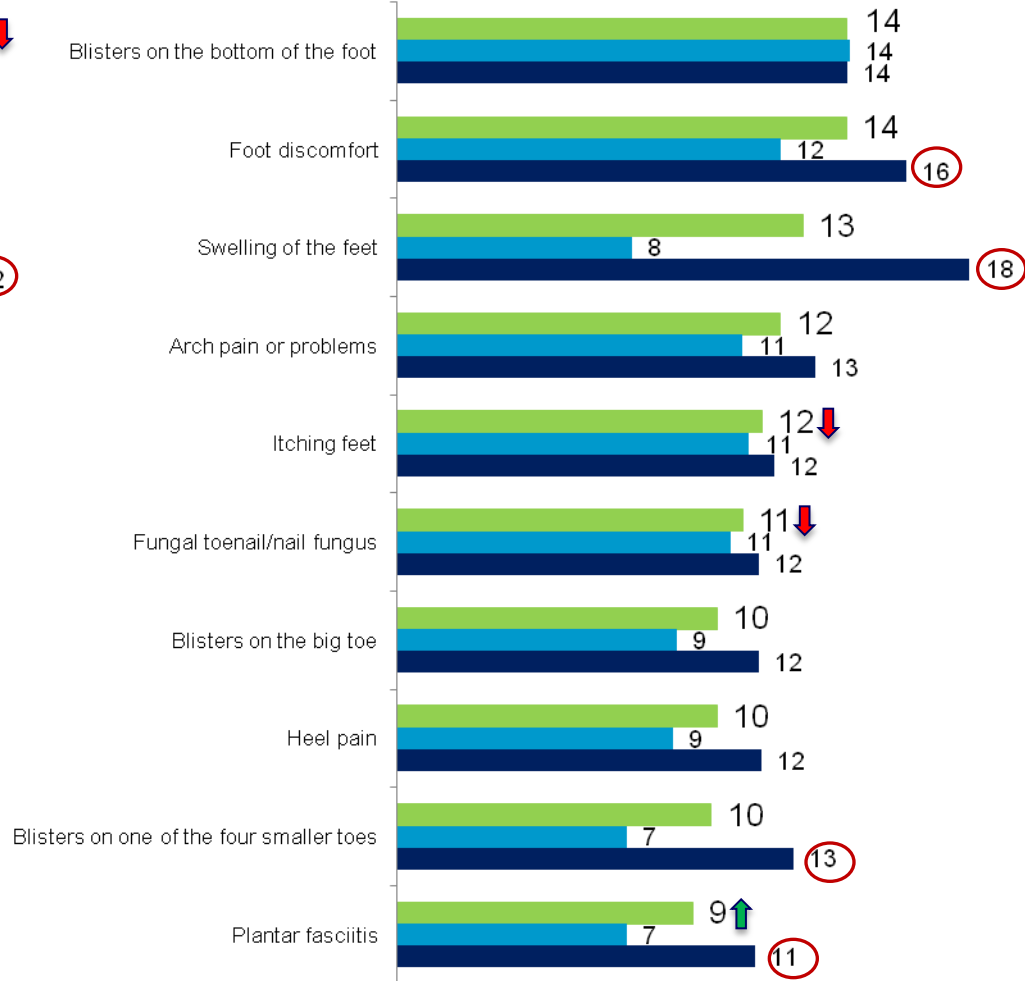
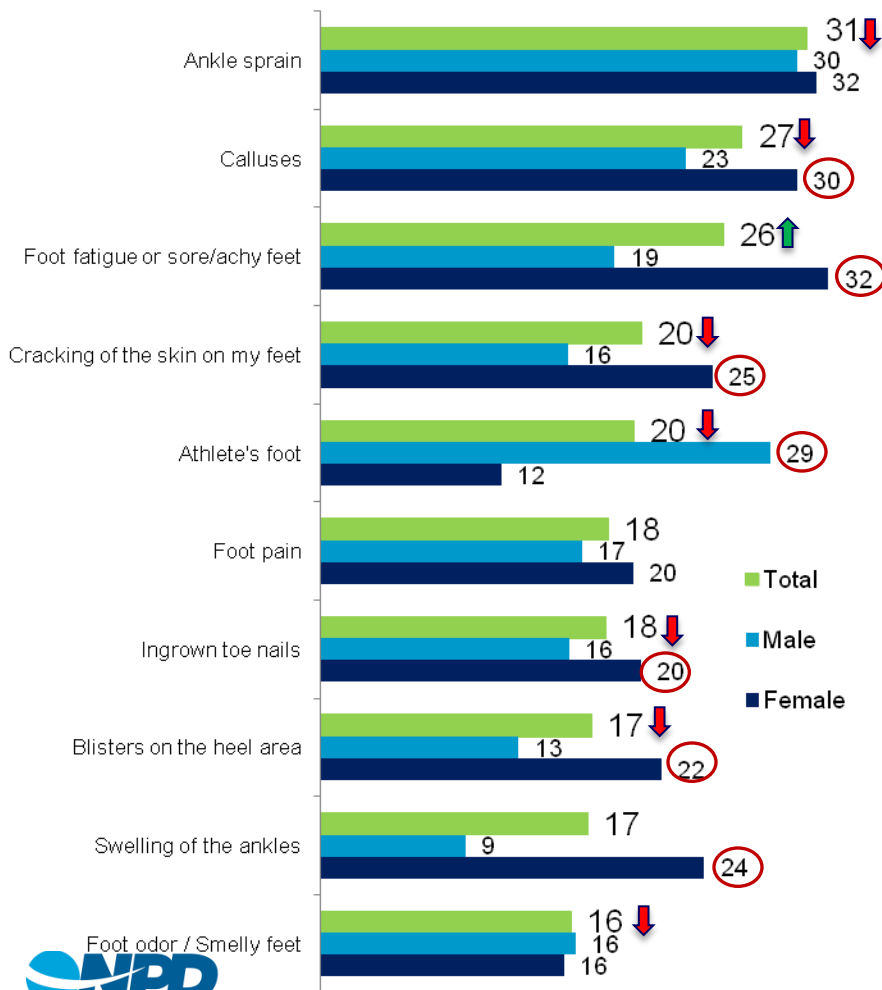
78% of adults have suffered at least one of the following foot conditions. Ankle Sprain, Blisters, Calluses, Sore Feet, Cracking Skin, and Athlete's Foot continue to be the top reported ailments; however, declines can be seen for the majority of foot ailments.

Blisters on any area of the foot: Ever suffered by 28% of adults, 24% of males and 32% of females Ranks 3rd overall.

Top 20
Foot Ailments/Conditions Ever Experienced
(% Among Total Age 21+)

↓ = Significantly down vs. 2009

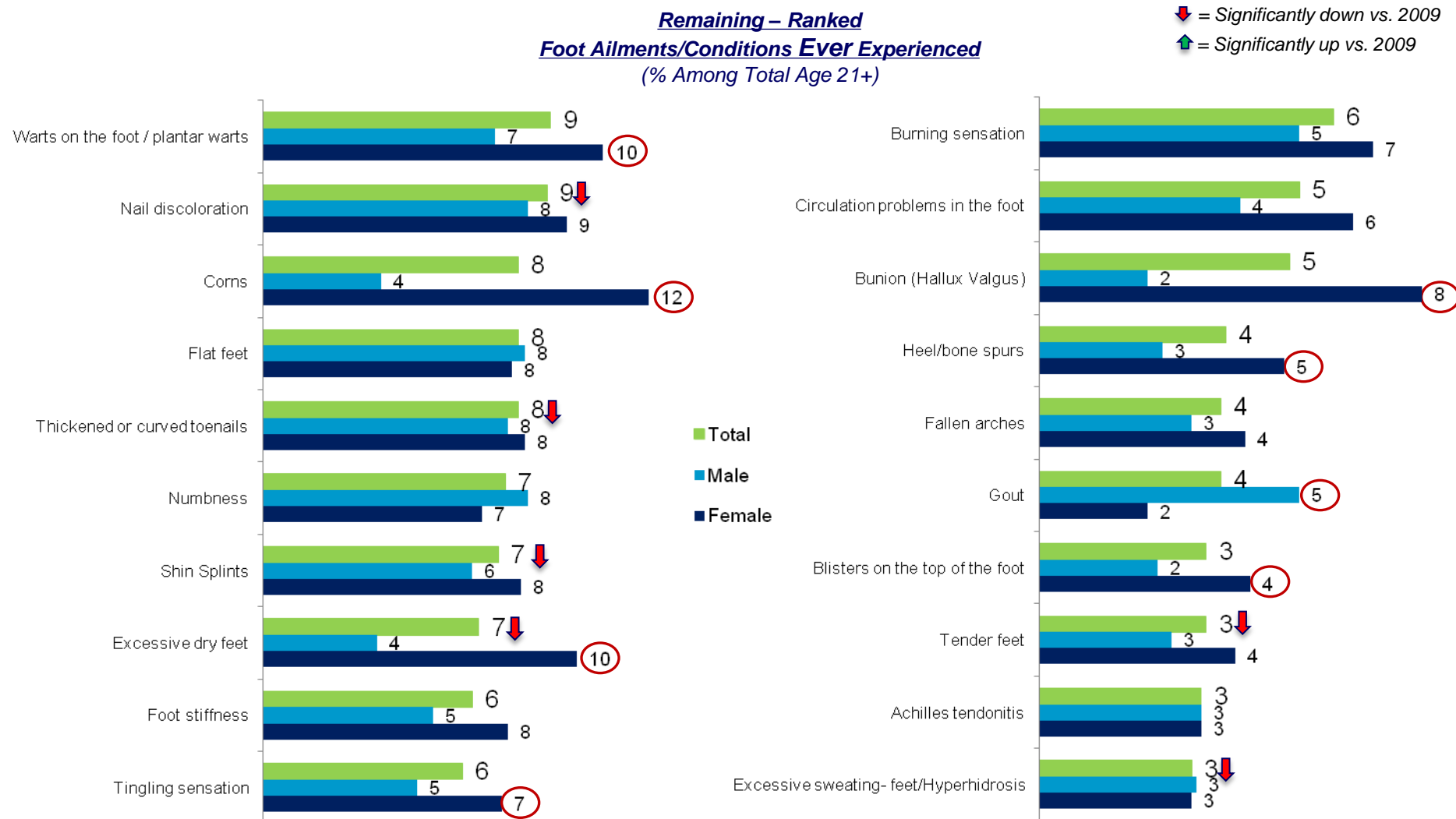
↑ = Significantly up vs. 2009



Behind Every Business Decision Q1 Which of the following foot-related ailments or conditions have you ever experienced?

○ Denotes significant difference between males and females at 95% C.I.

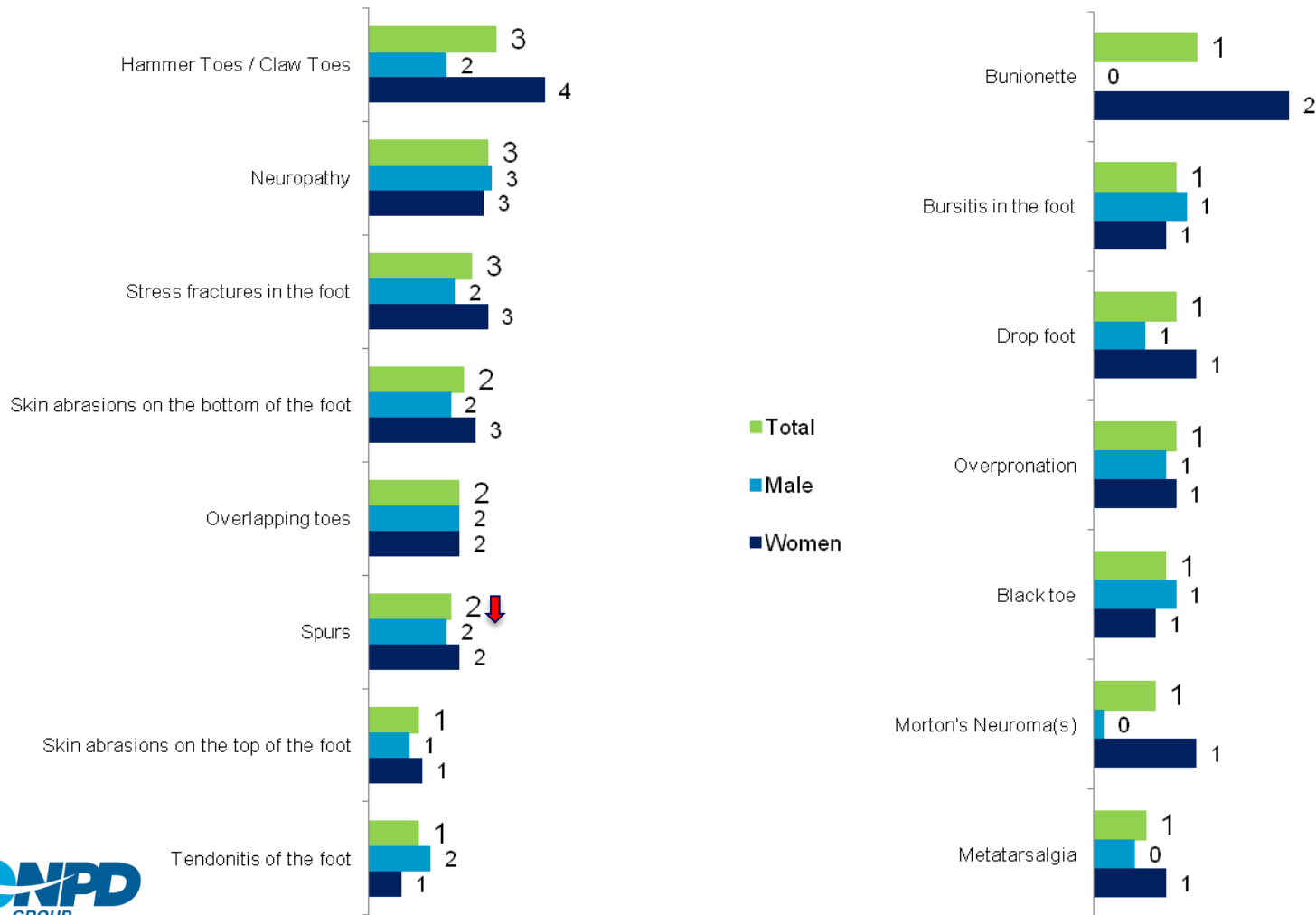
Women are significantly more likely than men to report Warts, Corns, Excessive Dry Feet, and Bunions; men are significantly more likely to report Gout.



More serious ailments such as Neuropathy, Stress Fractures, and Metatarsalgia continue to be reported at low levels.

Remaining – Ranked
Foot Ailments/Conditions Ever Experienced
 (% Among Total Age 21+)

↓ = Significantly down vs. 2009
 ↑ = Significantly up vs. 2009

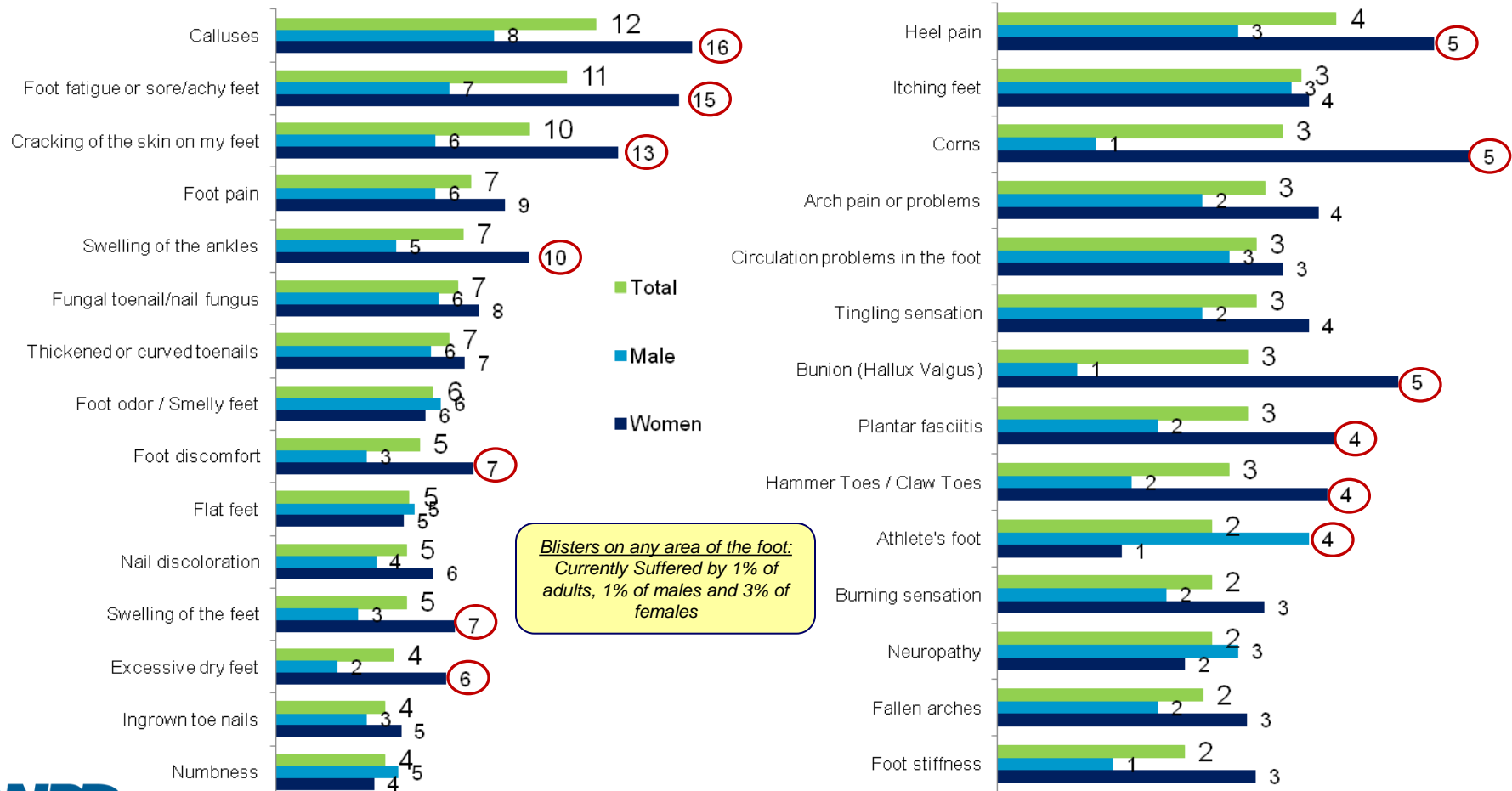


Calluses, Foot Fatigue, Cracked Skin, Foot Pain, and Swelling are the Top 5 reported foot conditions adults 21+ are currently experiencing.

Note: Question wording changed – No Trend

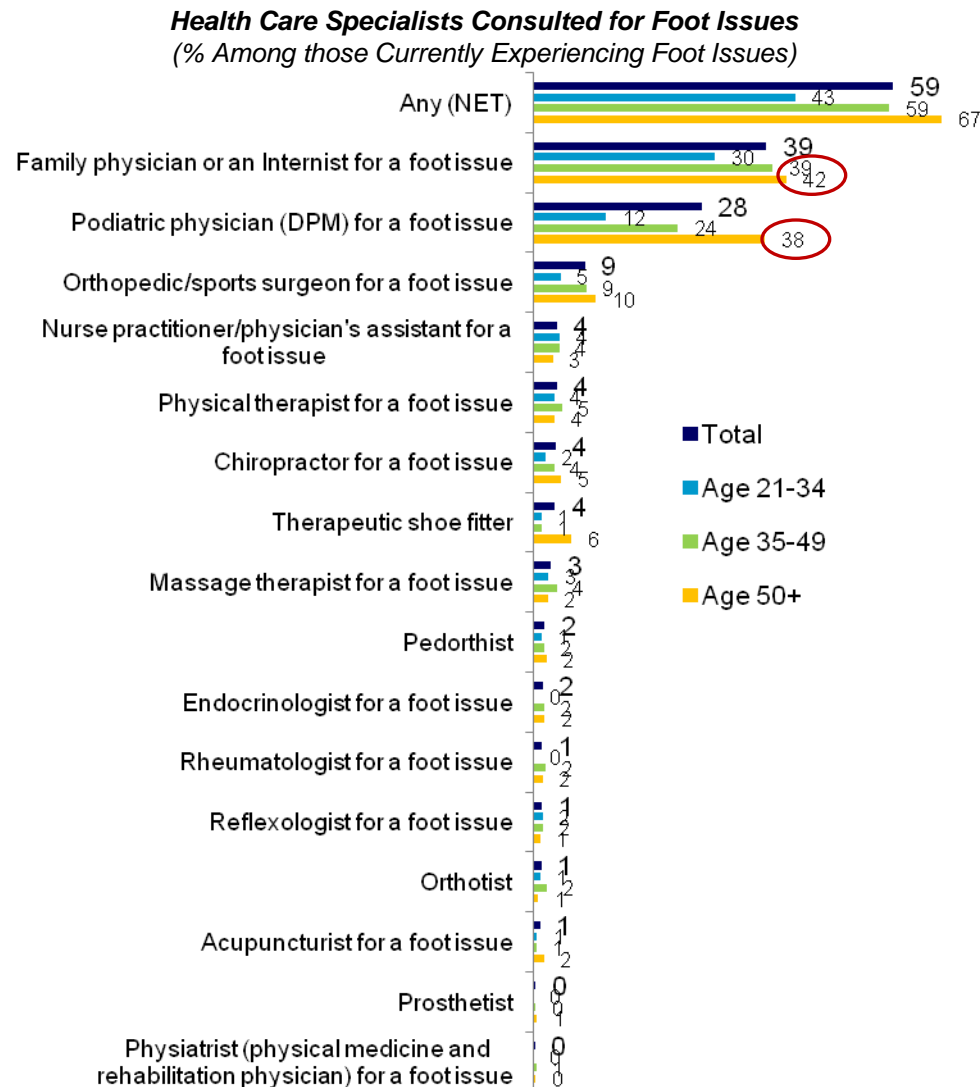
Currently Experienced
(% Among Total Age 21+)

54% of adults are currently experiencing at least 1 of these ailments

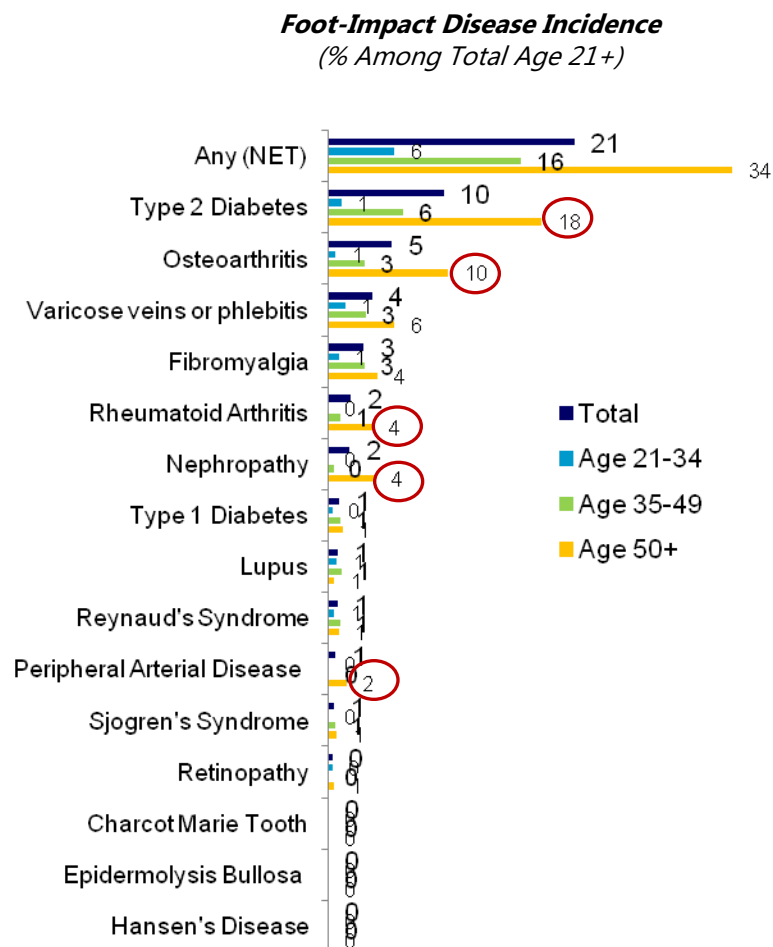


*Blisters on any area of the foot:
Currently Suffered by 1% of adults, 1% of males and 3% of females*

Individuals over age 50 who are currently experiencing foot issues are significantly more likely than their younger counterparts to visit a physician for foot issues.

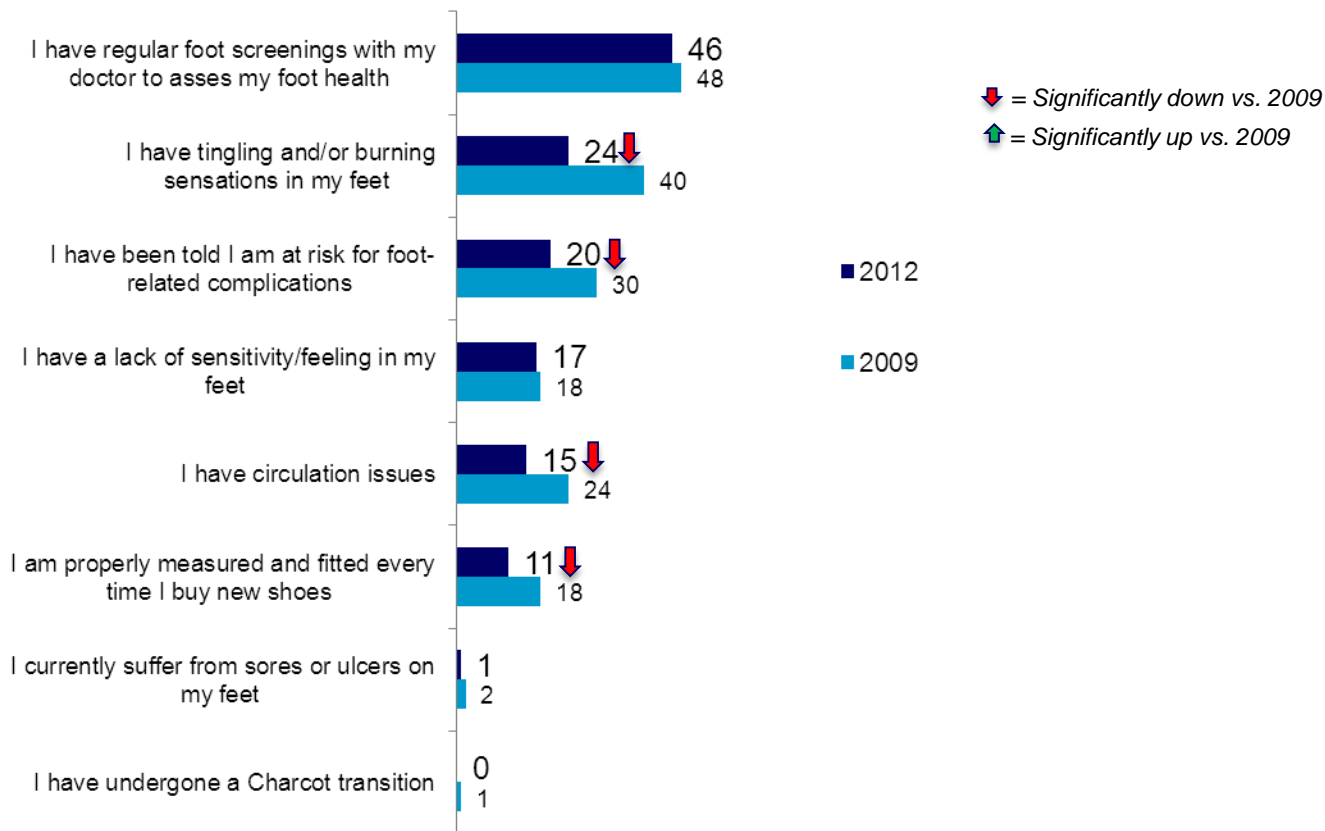


There has been no change in the incidence of foot impacting diseases from 2009 to 2012 but diabetes continues to be quite pervasive among adults age 50+

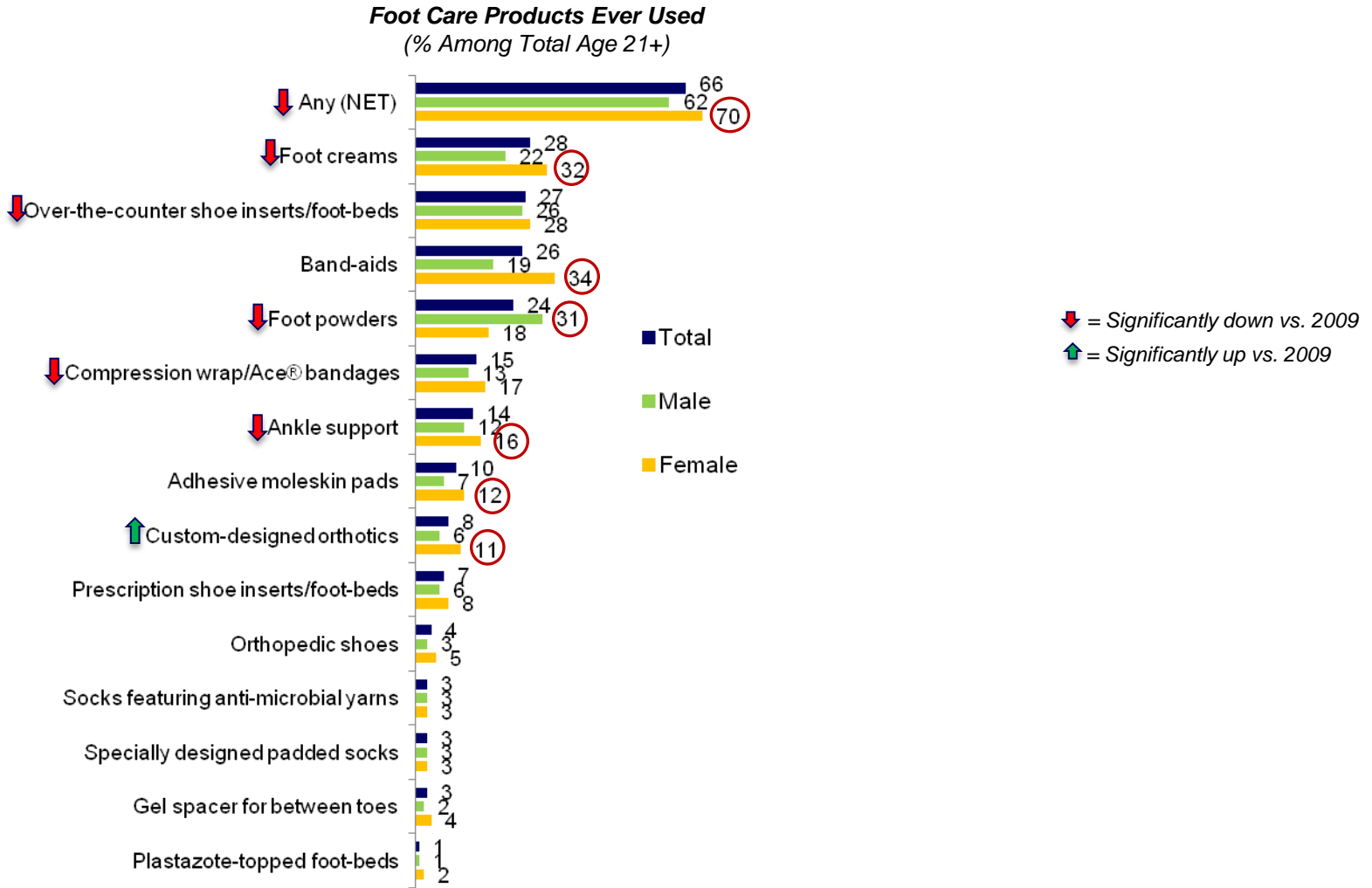


Those diagnosed with diabetes continue to lapse in regular foot screenings with their doctor. And also of concern, the percent of people with diabetes that have been told they are at risk for foot related complications has declined.

Diabetic Foot Health Insights
(% Among those diagnosed with diabetes)

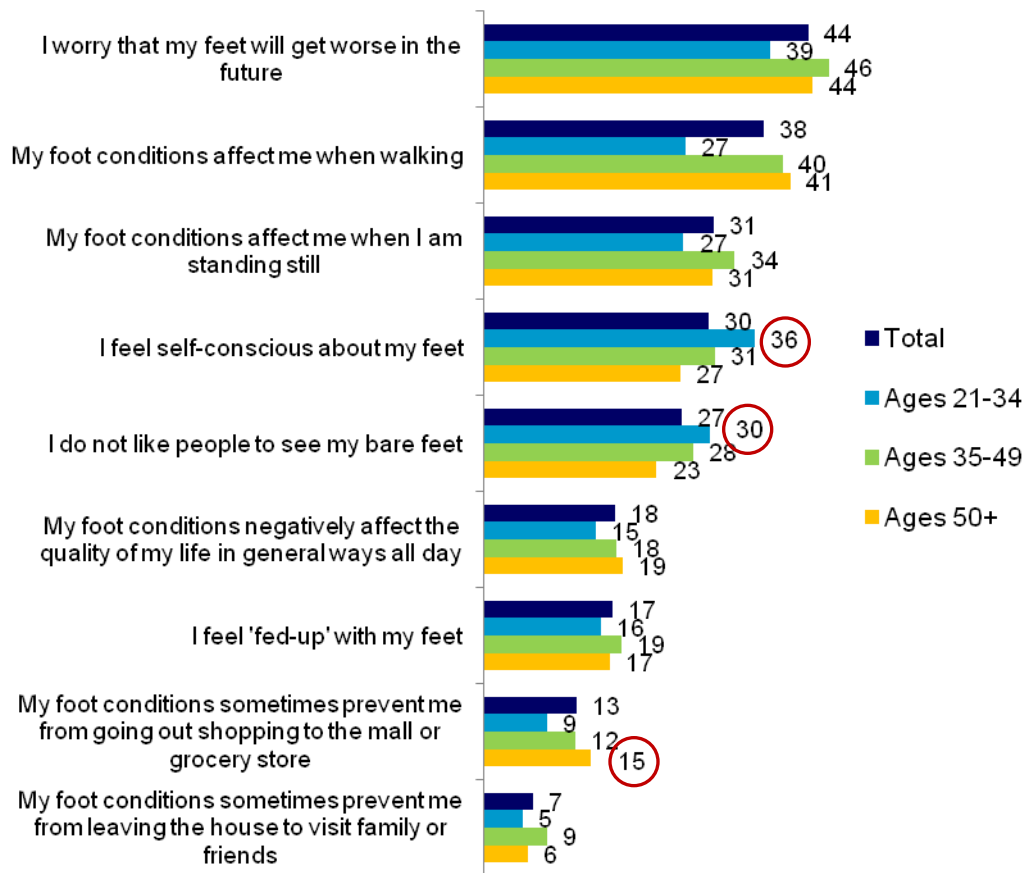


Females are significantly more likely than men to use certain foot care products. In total, the use of custom-designed orthotics has increased since 2009.



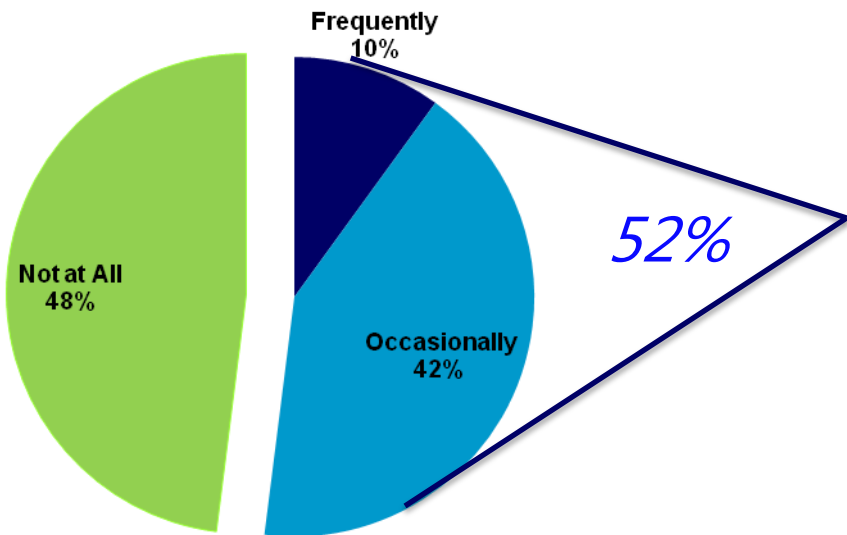
Younger individuals age 21-34 are significantly more likely than those 35+ to cite they are self-conscious about their feet and that they do not like people to see their bare feet.

Foot-Related Opinions and Perceptions
 Strongly Agree/Agree Somewhat Summary
 (% Among those Ever Experiencing a foot ailment or condition)

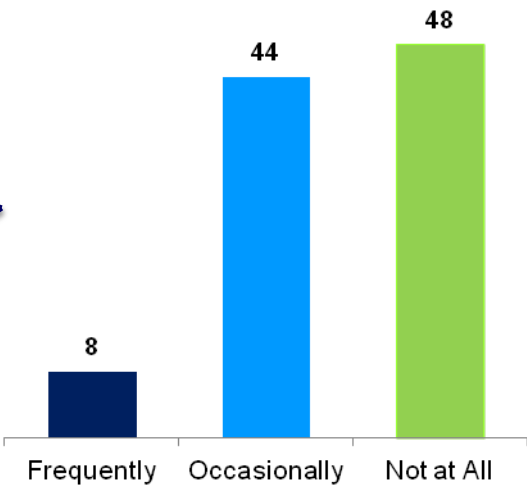


Over half of adults experience tired, sore feet during or after work and roughly 5 in 10 of those say that the soreness does frequently/occasionally impact their productivity.

Experience Sore Feet After Work
(% Among Total Age 21+)

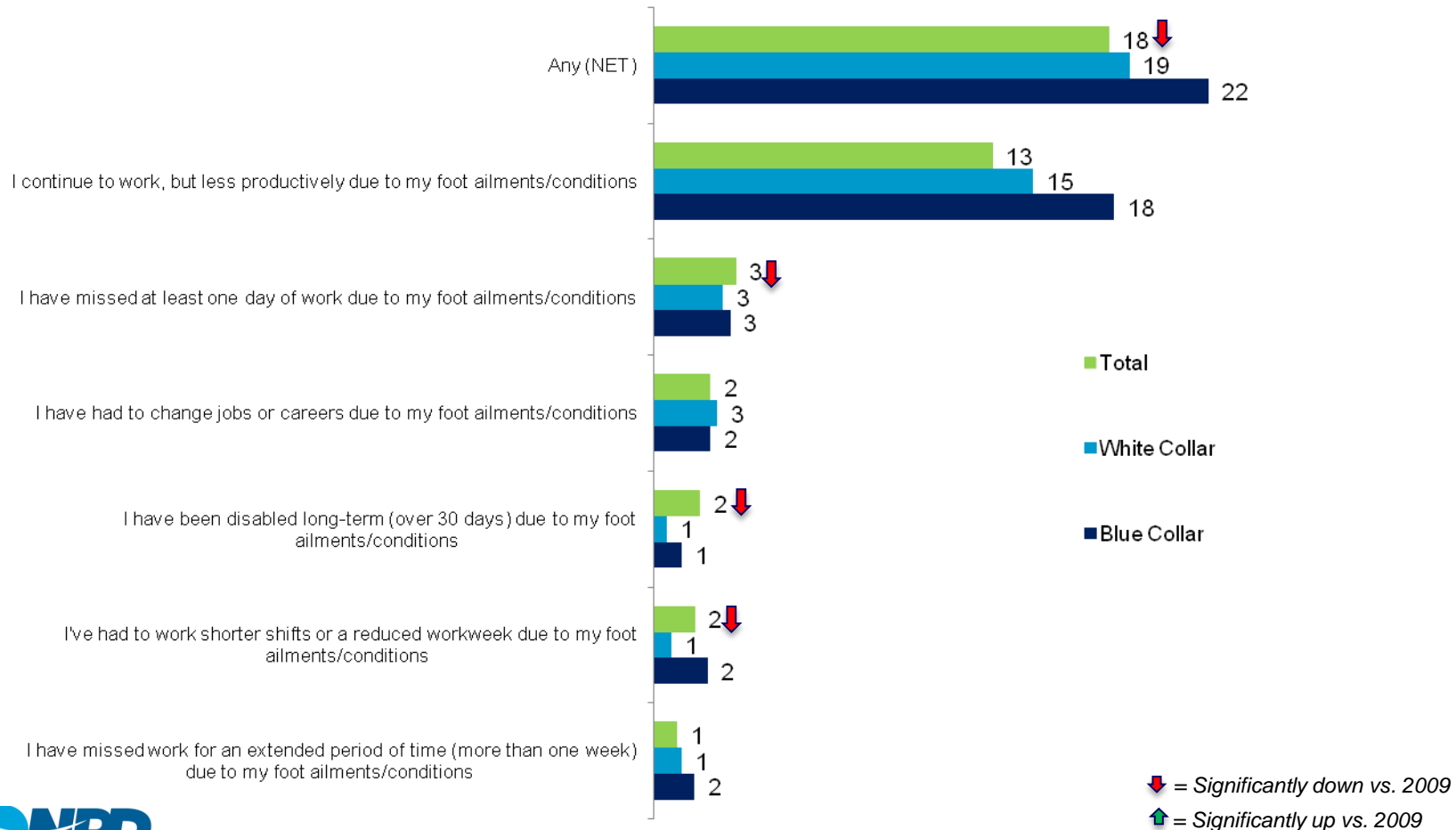


Impact on Productivity
(% Among those who frequently or occasionally experience sore feet after work)



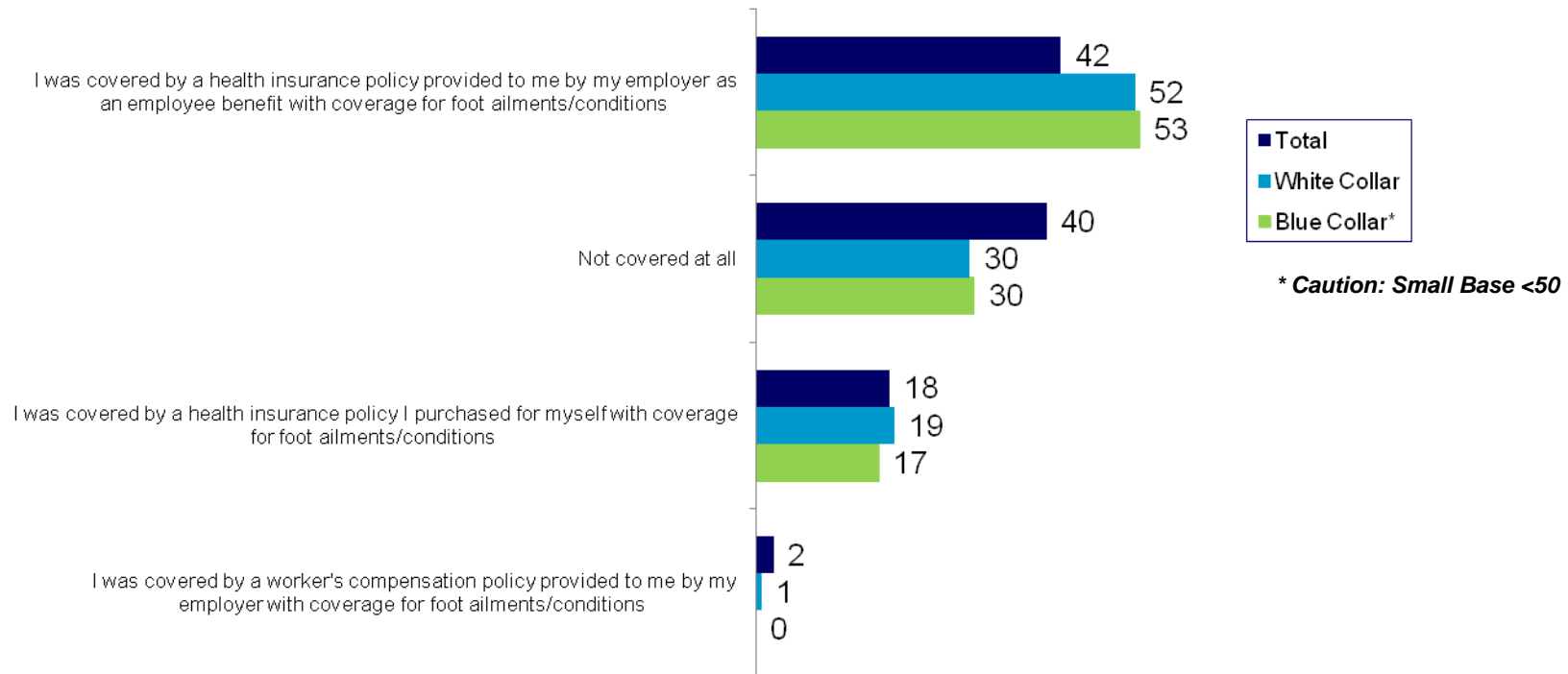
Few adults report that their foot health has impacted their ability to work. Of those it does impact, most say they continue to work but less productively.

Impact of Foot Health on the Ability to Work
(% Among Total Age 21+, White Collar and Blue Collar Occupation)



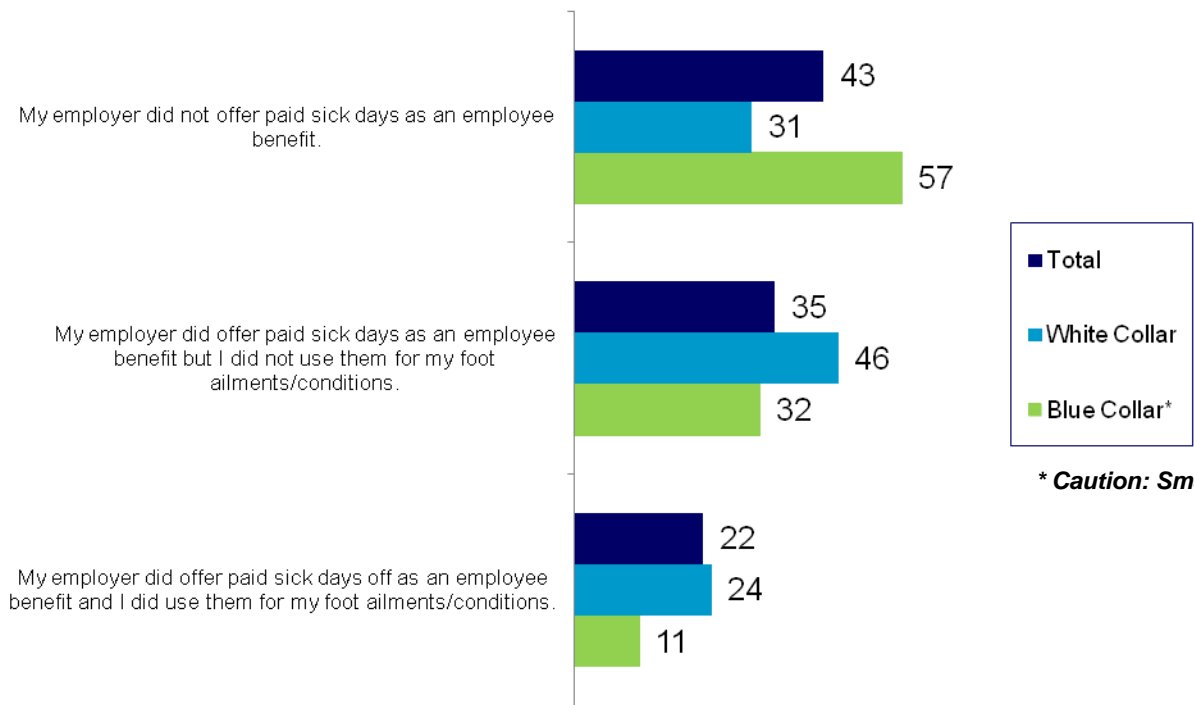
4 out of 10 adults report being covered by an employer-provided benefit package when it comes to foot ailments and conditions. Nearly 2 out of 10 have purchased coverage for themselves for foot ailments/conditions.

Insurance Coverage
(% Among those who experienced foot condition affecting work)



Only about 2 in 10 adults actually used the paid sick days offered by their employer when they experienced a foot condition affecting their work. Meanwhile, about 4 in 10 adults' employers did not offer paid sick days as a benefit.

Usage of Paid Sick Days Off for Foot Ailment/Condition
(% Among those who experienced foot condition affecting work)



Short Term Disability Coverage & Usage			
	- Yes - Not Used	- Yes - Used	Not Covered
	%	%	%
Total	32	5	63
White Collar	35	5	60
Blue Collar*	47	6	47

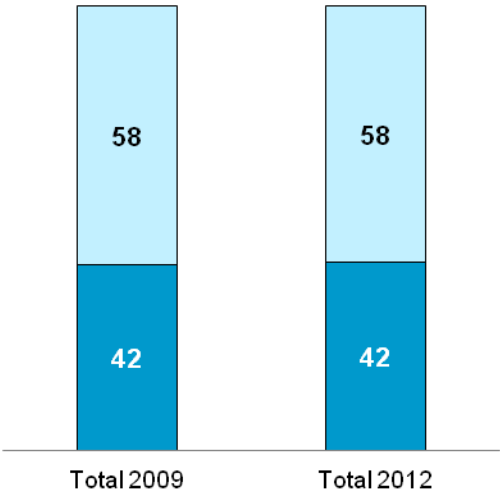
* Caution: Small Base <50

Most adults (81%) are still unaware that fat pads diminish with age even though it is clear in their self-assessment that older adults do recognize they have thinner fat pads than younger adults.

Fat-Pad Atrophy Awareness
(% Among Total Age 21+)

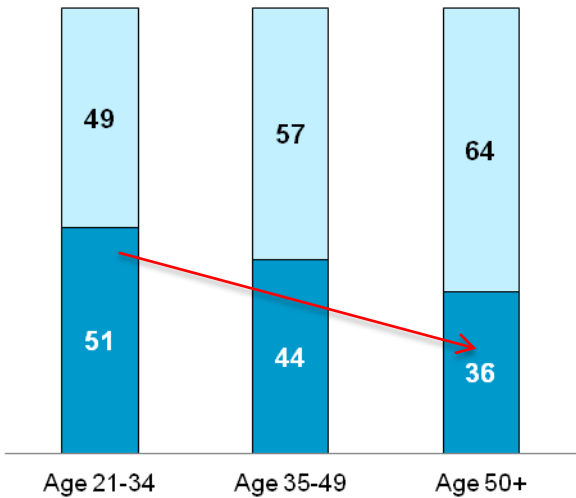
	2009	2012
Yes	17	19
No	83	81

“Fat Pad” Self-Assessment
(% Among Total Age 21+)



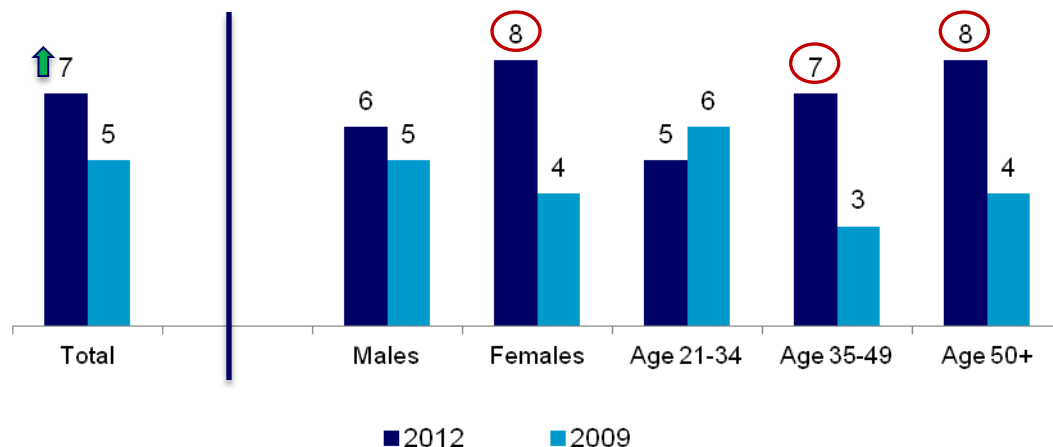
□ Very/Slightly thinning
■ Very plump and cushiony

“Fat Pad” Self-Assessment
(% Among Age Groups)

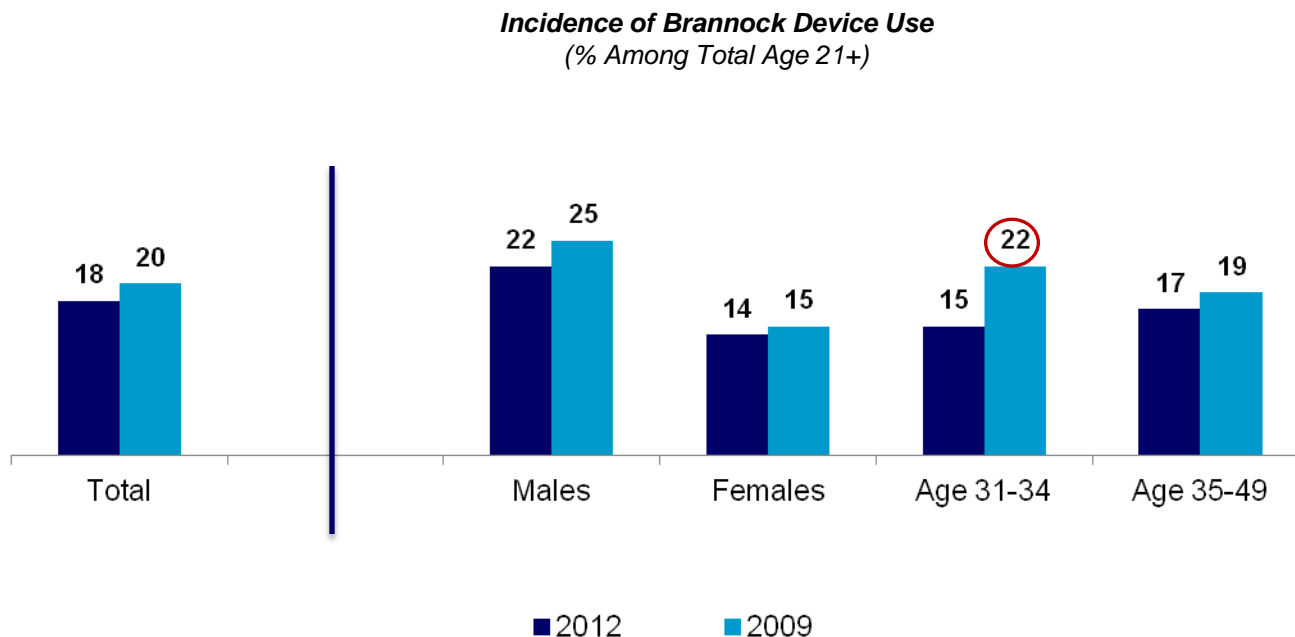


Overall, very few individuals report having their walking gait analyzed; however, significantly more adults report having their walking gait analyzed in 2012 than in 2009.

Walking Gait Analysis 2009 vs. 2012
(% Among Total Age 21+ and subgroups)



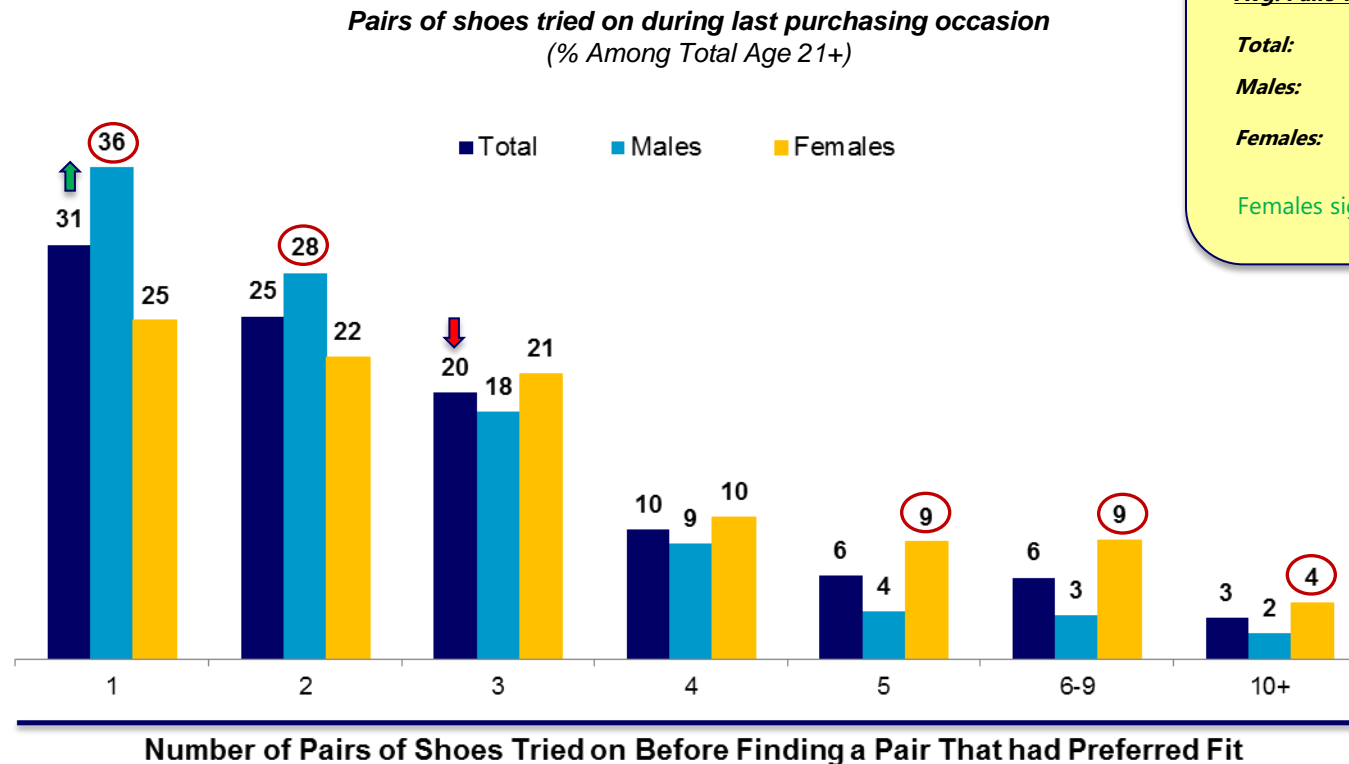
Roughly 2 in 10 adults report having their feet measured in a Brannock foot measuring device the last time they purchased shoes.



Research Note: Respondents were shown an image of a Brannock device for reporting accuracy.

○ Denotes significant difference between 2009 and 2011 within each subgroup at 95% C.I.

On average, adults try on 3 pairs of shoes before finding one that fits. Compared to 2009, the percentage of individuals trying on just 1 pair of shoes before purchasing showed a significant increase.



Avg. Pairs Tried On:

Total: 2.9

Males: 2.5

Females: 3.3

Females significantly higher than males.

About The NPD Group, Inc.

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The NPD Group, Inc.

900 West Shore Road

Port Washington, NY 11050

www.npd.com



Behind Every Business Decision

About The Institute for Preventive Foot Health

About The Institute for Preventive Foot Health

The Institute for Preventive Foot Health (IPFH) is a non-profit foundation that was founded to help educate and inform people about ways to reduce foot pain, or eliminate it altogether, through proper foot care, footwear and biomechanics.

For more information, please contact the Institute at:

www.ipfh.org

Email: contact@ipfh.org

Phone: 877-777-4734

1519 West Front Street

Statesville, NC 28677



Appendix

Comparative Results: 2012 versus 2009

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
Which of the following foot-related ailments or conditions <u>have you ever</u> experienced?			
Any (NET)	78	88	-9
Achilles tendonitis	3	4	0
Ankle sprain	31	36	-5
Arch pain or problems	12	15	-2
Athlete's foot	20	28	-8
Black toe	1	2	-1
Blisters on the bottom of the foot	14	15	-1
Blisters on the top of the foot	3	3	0
Blisters on the heel area	17	21	-4
Blisters on the big toe	10	9	1
Blisters on one of the four smaller toes	10	10	0
Bunion (Hallux Valgus)	5	6	-1
Bunionette	1	0.5	1
Burning sensation	6	N/A	N/A
Bursitis in the foot	1	0	1
Calluses	27	30	-4
Circulation problems in the foot	5	6	-1
Corns	8	10	-2
Cracking of the skin on my feet	20	24	-4
Drop foot	1	1	0
Excessive dry feet	7	9	-3
Excessive sweating of the feet/Hyperhidrosis	3	6	-3
Fallen arches	4	4	0

Comparative Results: 2012 versus 2009

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>Which of the following foot-related ailments or conditions have you ever experienced?</i>			
Fallen arches	4	4	0
Flat feet	8	9	-1
Foot discomfort	14	16	-2
Foot fatigue or sore/achy feet	26	21	5
Foot odor / Smelly feet	16	20	-4
Foot pain	18	21	-2
Foot stiffness	6	8	-2
Fungal toenail/nail fungus	11	15	-4
Gout	4	3	1
Hallux Rigidus	0	0	0
Hammer Toes / Claw Toes	3	3	0
Heel pain	10	12	-2
Heel/bone spurs	4	5	-1
Ingrown toe nails	18	24	-6
Itching feet	12	16	-4
Metatarsalgia	1	1	0
Nail discoloration	9	11	-3
Neuropathy	3	4	-1
Numbness	7	8	-1
Morton's Neuroma(s)	1	0	0
Morton's Toe(s)	0	0	0
Overlapping toes	2	2	0

Comparative Results: 2012 versus 2009

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>Which of the following foot-related ailments or conditions have you ever experienced?</i>			
Overpronation	1	1	0
Oversupination	0	0	0
Plantar fasciitis	9	7	2
Plantar keratosis	0	1	-1
Posterior tibial tendon dysfunction (adult acquired flat foot)	0	N/A	N/A
Sesamoiditis	0	0	0
Shin Splints	7	10	-3
Sinus Tarsi Syndrome	0	0	0
Skin abrasions on the bottom of the foot	2	3	-1
Skin abrasions on the top of the foot	1	2	-1
Spurs	2	3	-1
Stress fractures in the foot	3	3	0
Swelling of the ankles	17	19	-2
Swelling of the feet	13	14	-1
Tarsal Tunnel Syndrome	0	0	0
Tender feet	3	5	-2
Tendonitis of the foot	1	2	0
Tenosynovitis	0	0	0
Thickened or curved toenails	8	11	-3
Tingling sensation	6	N/A	N/A
Foot ulcers	0	N/A	N/A
Foot lesions	0	N/A	N/A
Warts on the foot / plantar warts	9	9	0
Other	4	4	-1
I have never experienced any foot-related conditions or ailments	22	12	9

Comparative Results: 2012 versus 2009

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>Using the following pain scale, what is the highest level of foot pain you have experienced during the past two weeks? (Select one)</i>			
(0) No Pain at All	36	32	4
Any (NET)	64	68	-4
1	11	9	2
2	12	11	1
3	9	11	-2
4	6	9	-3
5	9	10	-1
6	6	7	-1
7	6	7	-1
8	3	3	0
9	2	1	1
(10) Worst Possible Pain	2	1	1
Mean (Including Zero)	2.6	2.8	-0.2
Mean (Excluding Zero)	4	4.1	-0.1

Comparative Results: 2012 versus 2009

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>How would you rate your overall foot health?</i>			
Top 2 Box (NET)	48	45	4
Excellent	16	14	2
Very Good	32	31	2
Good	35	36	-1
Bottom 2 Box (NET)	18	20	-2
Fair	15	17	-2
Poor	3	3	0

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>You mentioned having Type 1 or 2 Diabetes. Which of the following statements regarding foot health and foot care apply to you?</i>			
I have regular foot screenings with my doctor to assess my foot health	46	48	-2
I am properly measured and fitted every time I buy new shoes	11	18	-7
I have been told I am at risk for foot-related complications	20	30	-10
I have a lack of sensitivity/feeling in my feet	17	18	-1
I have tingling and/or burning sensations in my feet	24	40	-16
I have circulation issues	15	24	-9
I currently suffer from sores or ulcers on my feet	1	2	-1
I have undergone a Charcot transition	0	1	-1

Comparative Results: 2012 versus 2009

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>Which of the following types of products have you ever used to treat or relieve the symptoms of foot ailments or conditions?</i>			
Any (NET)	66	76	-10
Foot creams	28	36	-8
Foot powders	24	30	-6
Specially designed padded socks	3	3	0
Socks featuring anti-microbial yarns	3	3	0
Orthopedic shoes	4	4	0
Prescription shoe inserts/foot-beds	7	8	-1
Over-the-counter shoe inserts/foot-beds	27	32	-5
Plastazote-topped prescription or over-the-counter inserts/foot-beds	1	2	-1
Adhesive moleskin pads	10	10	0
Band-aids	26	28	-2
Compression wrap/Ace® bandages	15	19	-4
Ankle support	14	17	-3
Custom-designed orthotics	8	6	2
Gel spacer for between toes	3	N/A	N/A
Other	5	7	-2
I have not used any products to treat or relieve my foot symptoms	34	24	10

Comparative Results: 2012 versus 2009

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>Which of the following have you ever experienced as a result of your foot conditions/ailments?</i>			
Any (NET)	18	23	-5
I continue to work, but less productively due to my foot ailments/conditions	13	14	-1
I've had to work shorter shifts or a reduced workweek due to my foot ailments/conditions	2	3	-1
I have had to change jobs or careers due to my foot ailments/conditions	2	2	0
I have missed at least one day of work due to my foot ailments/conditions	3	8	-5
I have missed work for an extended period of time (more than one week) due to my foot ailments/conditions	1	3	-2
I have been disabled long-term (over 30 days) due to my foot ailments/conditions	2	3	-1
None of the above	82	77	5

Comparative Results: 2012 versus 2009

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>Which of the following best describes the condition of your fat pad under the heel and ball areas of your foot?</i>			
Very plump and cushiony, no signs of wearing away	42	42	0
Slightly thinning, though a fair amount of cushioning remains	49	48	1
Very thin, little cushion remains	9	11	-2

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>Before today, were you aware that the "fat pad" on the bottom of your foot slowly wore away over time?</i>			
Yes	19	17	2
No	81	83	-2

Comparative Results: 2012 versus 2009

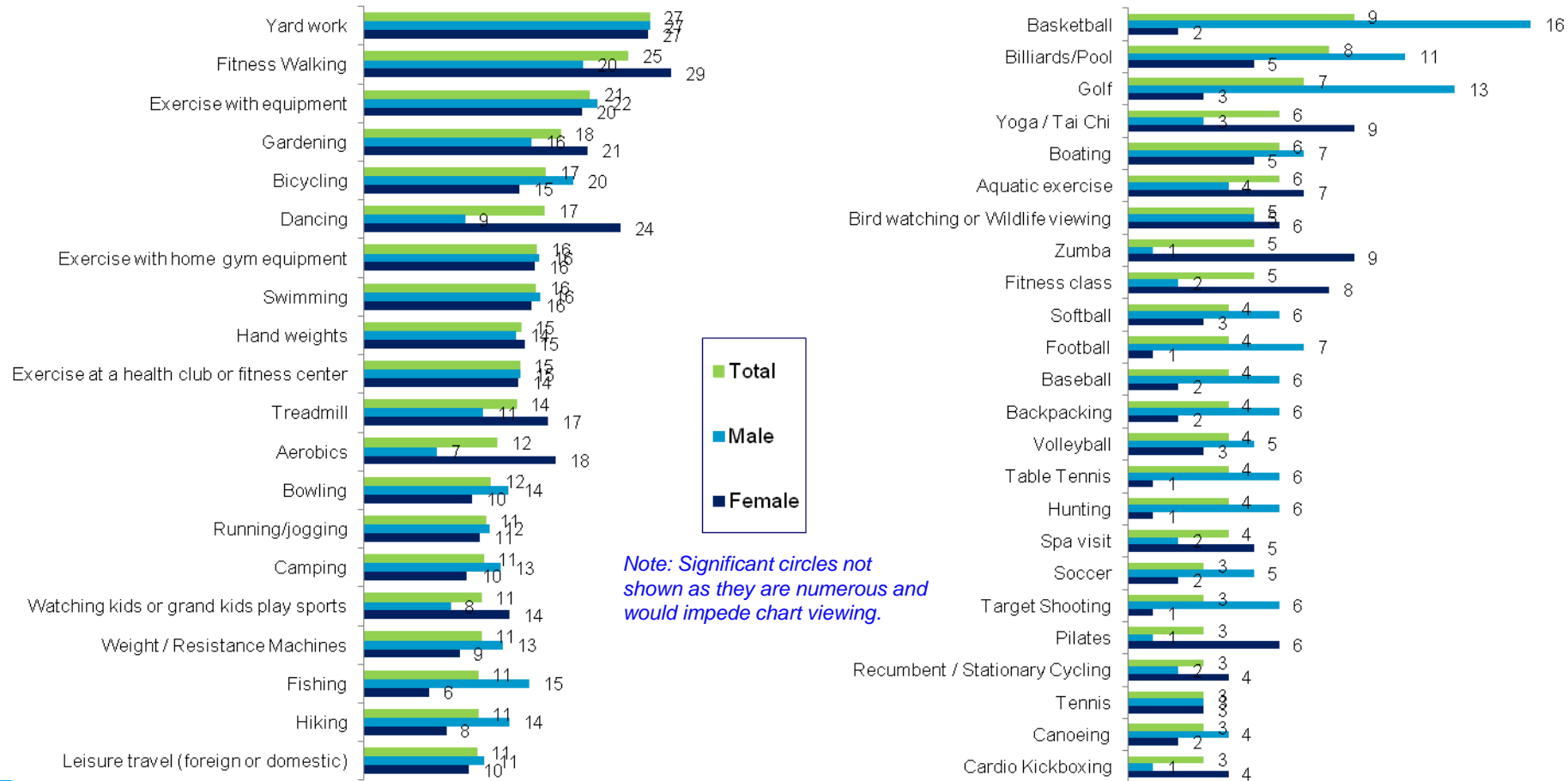
Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>The last time you purchased shoes, was your walking gait analyzed?</i>			
Yes	7	5	3
No	93	96	-3

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>The last time you purchased shoes, were your feet measured in a Brannock foot measuring device?</i>			
Yes	18	20	-2
No	82	80	2

Result	2012 Result (%)	2009 Result (%)	Change 2012 vs. 2009
<i>The last time you purchased shoes, how many different pairs of shoes did you try on before you found a pair that fit the way you liked?</i>			
1	31	22	9
2	25	24	1
3	20	24	-4
4	10	12	-2
5	6	7	-1
6-9	6	7	-1
10+	3	4	-1
Mean	2.9	3.2	-0.3

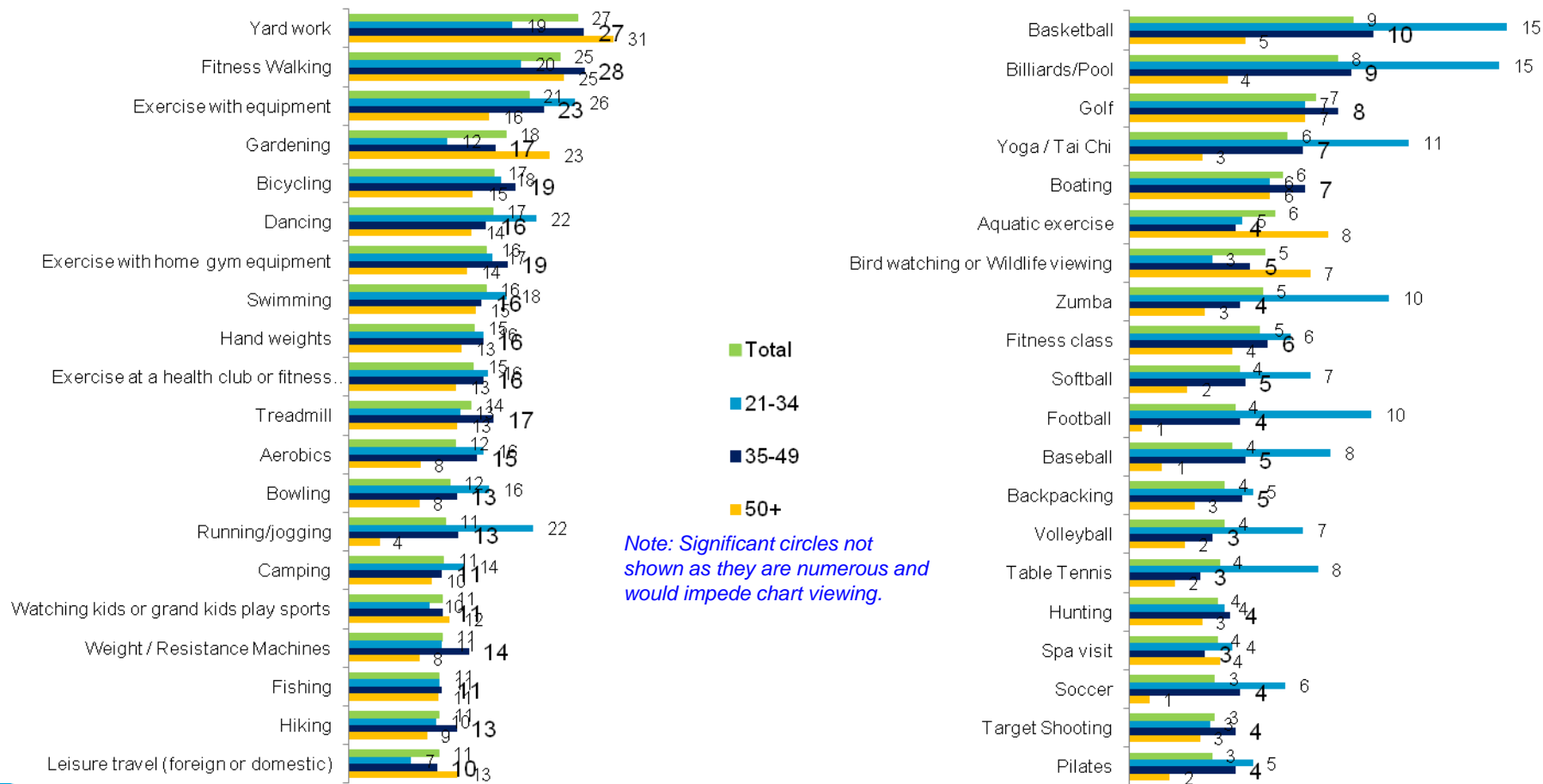
Yard work, fitness walking, exercising with equipment, gardening, and bicycling are the Top 5 activities reported by adults 21 and older. Some are more gender-centric, such as dancing and aerobics being significantly higher among females and fishing and hiking significantly higher among males.

Top 40 Athletic Activities – Total & Male vs. Female
(% Among Total Age 21+)



As with gender, age groups reflect the different athletic activities of interest and/or physical limitation as we age.

Top 40 Athletic Activities – Total & Age Groups
(% Among Total Age 21+)



Yard work, the most highly mentioned activity, results in a foot ailment for roughly 1 in 3 adults age 21 and older. Fitness Walking, an activity touted by physicians as good for overall health creates foot problems for nearly half of adults age 21+.

Top Athletic Activities – Sore/Achy Feet or Blisters as a Result of Activity
 (% among those who participated in that sport and had sore feet)

