



How do you check your feet?

Survey from GTC FootActives: The results of hiking

Lübbecke, Germany August 2021

Survey development



- **Methods:** Non-representative sample (www.onlineumfragen.com)
- **Target group:** People who hike regularly.
- **Speech:** Contribution to www.outdoor-magazin and <https://www.gehwol.de/Unternehmen/GEHWOL-Testerclub-Foot-Actives>
- **Participants:** 144
- **Evaluation:** Varying case numbers may be caused by dropouts. Percentages are rounded off, so deviations from 100 are possible.

GEHWOL Testers' Club

FootActives

Do you enjoy hiking or running, and know how important it is to pay attention to what carries you? Do you enjoy sharing your experience with foot care and foot care products with others? Do you have a blog or social media channel? Then you came to the right place! GTC FootActives regularly receive information about foot care and sports, as well as new and interesting products to try out. As such, they report exclusively on innovations to the sports scene.

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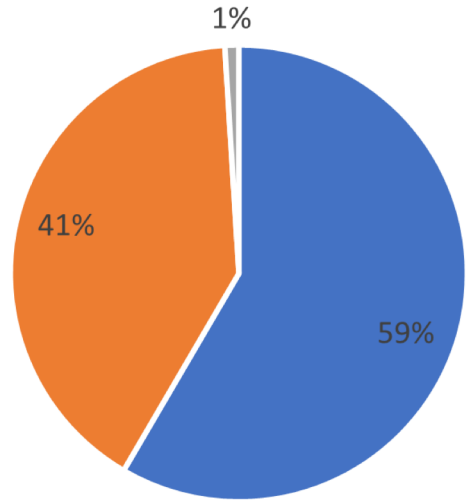
Base population

Question 1



Total test persons: 144, comprised of

- 93 (65%) female
- 50 (35%) male
- 1 (1%) various



■ weiblich ■ männlich ■ divers

Assessment

The number of women (65 percent) who took part in the GTC FootActives survey is considerably more than men (35 percent). One participant, making up less than 1 percent, indicated themselves as various.

Public Opinion Research

Question 2

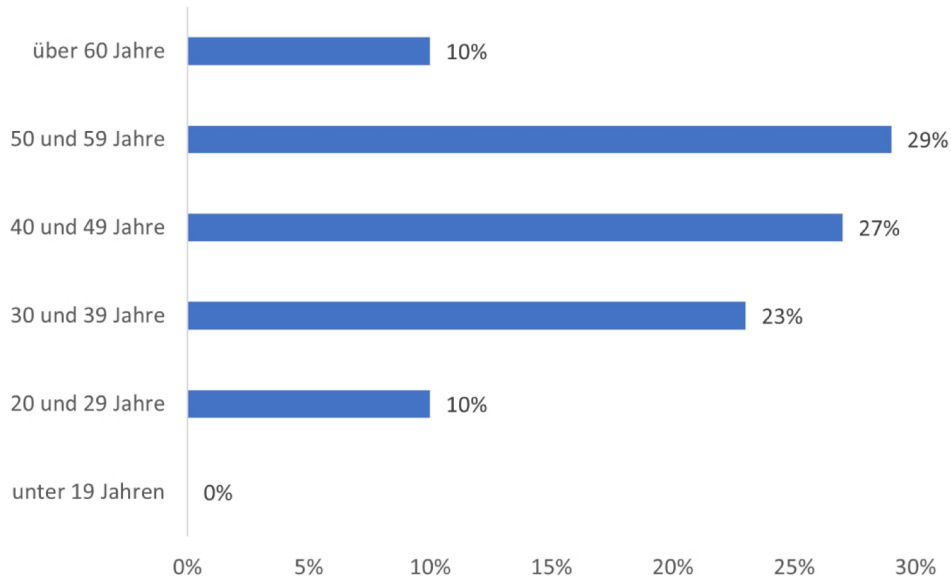


Age structure

- 0 (0%) unter 19 years old
- 15 (10%) 20 to 29 years old
- 33 (23%) 30 to 39 years old
- 39 (27%) 40 to 49 years old
- 42 (29%) 50 to 59 years old
- 15 (10%) over 60 years young

Assessment

The age structure of the participants is distributed relatively evenly between the age groups of 30 to 59-year-olds. Remarkably, just as many participants are from the 20 to 29 year old group as from the group of over 60 year olds.

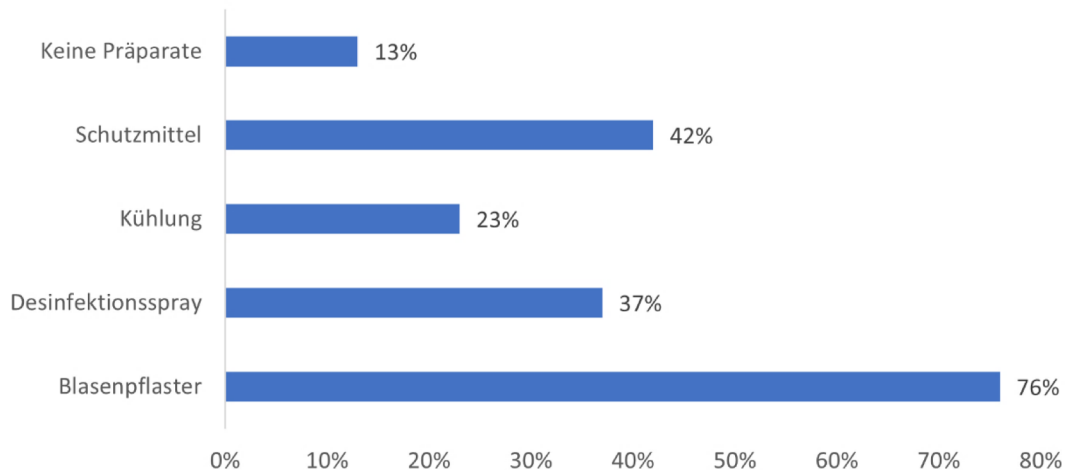




What foot care products do you keep in your hiking backpack?

question 3

- 108 (76%) blister plaster
- 53 (37%) disinfecting spray
- 32 (23%) something to keep cool
- 60 (42%) protective cream to prevent blisters and soreness
- 18 (13%) I do not take any foot care preparations



Assessment

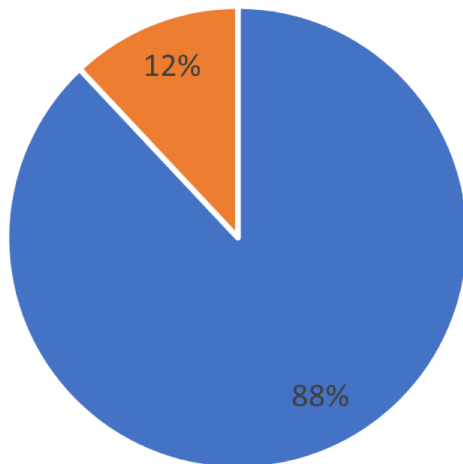
Blister plasters are definitely a first choice. 76 percent of avid hikers pack it in their backpacks. Preventive cream, disinfecting spray and something for keeping cool follow it. Spare socks, standard plasters and tape were mentioned as well. Women and men are about equal in their use of foot preparations. There is only a difference with taking along "something to keep cool", with women (31 percent) clearly ahead of men (6 per cent). 16 percent of gentlemen take nothing with them on their trips more frequently than their female counterparts (11 percent). Older persons are more likely to come prepared: 50 to 59 year olds (30 percent), 40 to 49 (27 percent), 30 to 39 (23 percent), and 20 to 29 (10 percent). The willingness to prepare only declines again among over 60 year olds (11 percent).



Have you ever had foot problems before?

question 4

- 125 (88%) yes
- 17 (12%) no



■ ja ■ nein

Assessment

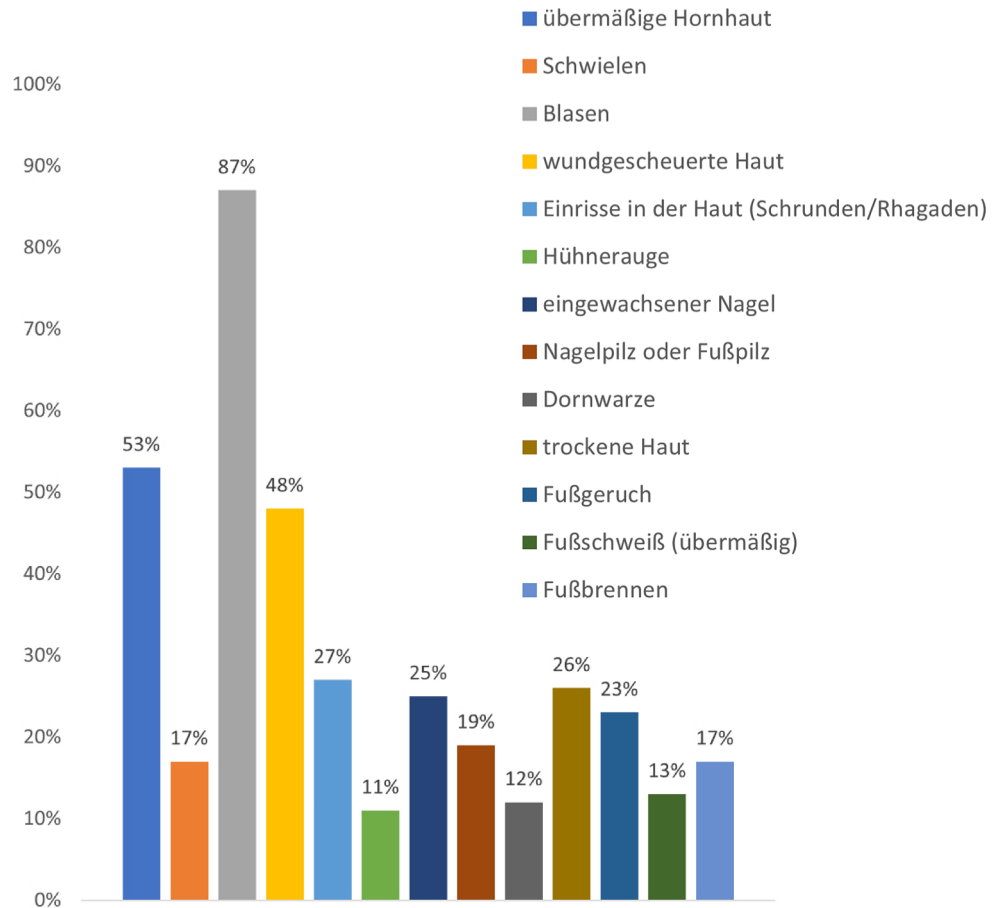
A significant majority (88 percent) say that hiking can cause foot problems. Men seem to have fewer foot problems (with 22 percent saying "no") than women (6 percent). By contrast, 93 percent of women said yes, compared to 76 percent of men. As with question 3, advanced age groups are ahead as well.



If so, what kind of problems?

question 5

- 66 (53%) excessive callus
- 21 (17%) weals
- 108 (87%) blisters
- 60 (48%) chafed skin
- 33 (27%) cracked skin (cracks/rhagades)
- 14 (11%) corns
- 31 (25%) ingrown nail
- 24 (19%) nail or foot fungus
- 15 (12%) plantar wart
- 32 (26%) dry skin
- 28 (23%) foot odour
- 16 (13%) excessively sweaty feet
- 21 (17%) burning feet



If so, what kind of problems?

question 5



Assessment:

Blisters dominated among participants who had foot problems before (87 percent). Women were more affected (82 percent) than men (62 percent). Excessive callus (53 percent), chafed skin (48 percent), small skin cracks (27 percent) and dry skin (26 percent) follow. Women are generally more affected than men.

Only 9 percent of those those over 60 have foot problems. As before, outdoor enthusiasts aged 50 to 59 lead with 30 percent. The figure is 29 percent for 40 to 49 year olds, 22 percent for 30 to 39 year olds, and 10 percent for 20 to 29 year olds. Notably, hikers between the ages of 40 and 49 suffer rather frequently from foot and nail fungus (38 percent) as well as ingrown nails (35 percent).

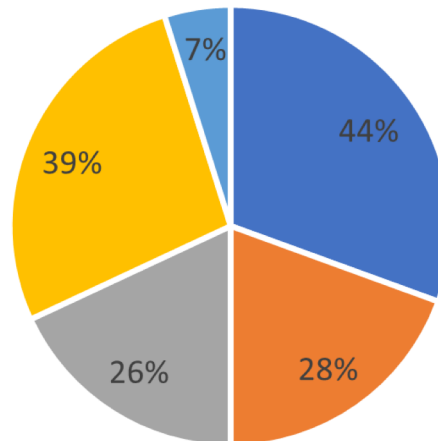
Other problems that can arise during hiking were also mentioned in the comments. These range from heel spur to tailor's bunion, and Achilles joint inflammation to arthrosis.

My feet are important to me...

question 6

- 61 (44%) I therefore regularly take care of my feet with a rich care product.
- 38 (28%) I therefore regularly treat them to a foot bath and then take care of them with a rich care product.
- 36 (26%) I therefore always apply cream to them after exercising.
- 54 (39%) I only apply cream when I have a foot problem.
- 9 (7%) and they are in good shape. I do not need foot care.

- reichh. Pflegeprodukte
- nur bei Fußproblemen
- plus Fußbad
- brauch ich nicht
- nach dem Sport



Assessment

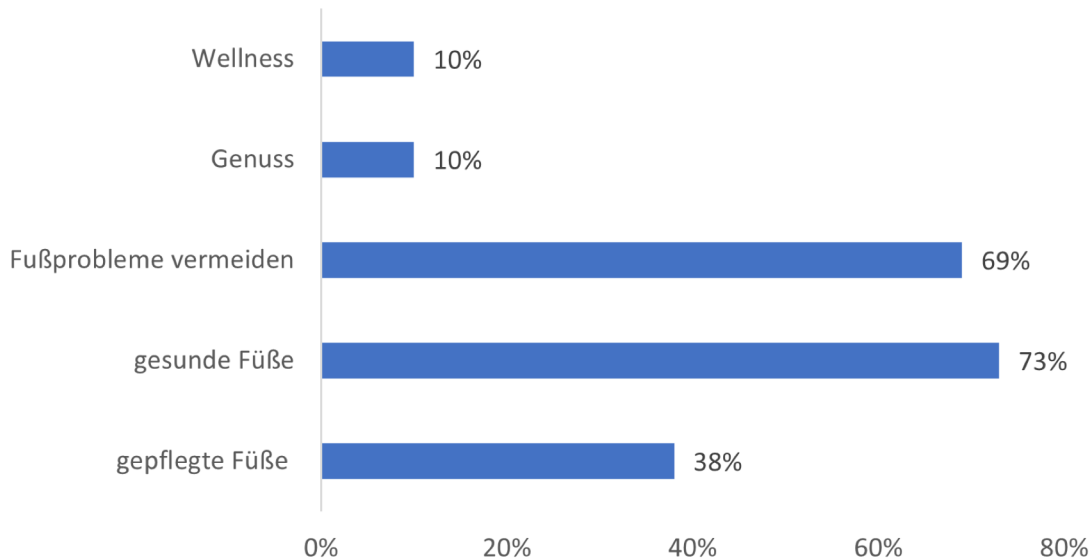
Foot care willingness is high. Among the hikers surveyed, 44 percent regularly treat their feet with a rich product, and a further 26 percent do so after exercising. In addition, 28 percent have a foot bath as well. Almost 40 percent spring into action when they have a foot problem. Only 7 percent are of the opinion that foot care is unnecessary. The fact that women are more active here than men corresponds with the occurrence of foot problems. For instance, 49 percent of all hikers regularly use a rich care product, whereas men are more conservative at just 30 percent. 40 to 49 year olds are ahead on foot care. 50 to 59 year olds follow.



I take care of my feet because...

question 7

- 52 (38%) I like groomed feet.
- 101 (73%) I want to keep my feet healthy.
- 95 (69%) I want to protect myself from foot problems.
- 14 (10%) I enjoy putting cream on my feet.
- 14 (10%) It's like a wellness massage for me.



Assessment

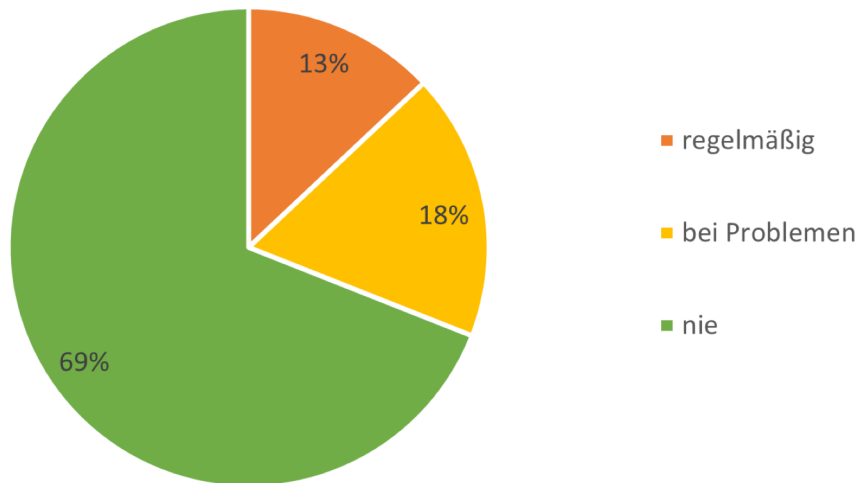
Keeping the feet healthy (73 percent) and protection against foot problems (69 percent) dominate among reasons for preventive foot care. Men and women are nearly equal here. This is followed by a preference for groomed feet (38 percent), applying cream for feeling good or wellness (10 percent). Women (45 percent) value appearance more than men (20 percent). The reasons why participants care for their feet are relatively evenly distributed across age groups from 30 to 59.



I see a foot care professional...

question 8

- 18 (13%) regularly
- 25 (18%) for problems like callus or corns
- 95 (69%) never



Assessment

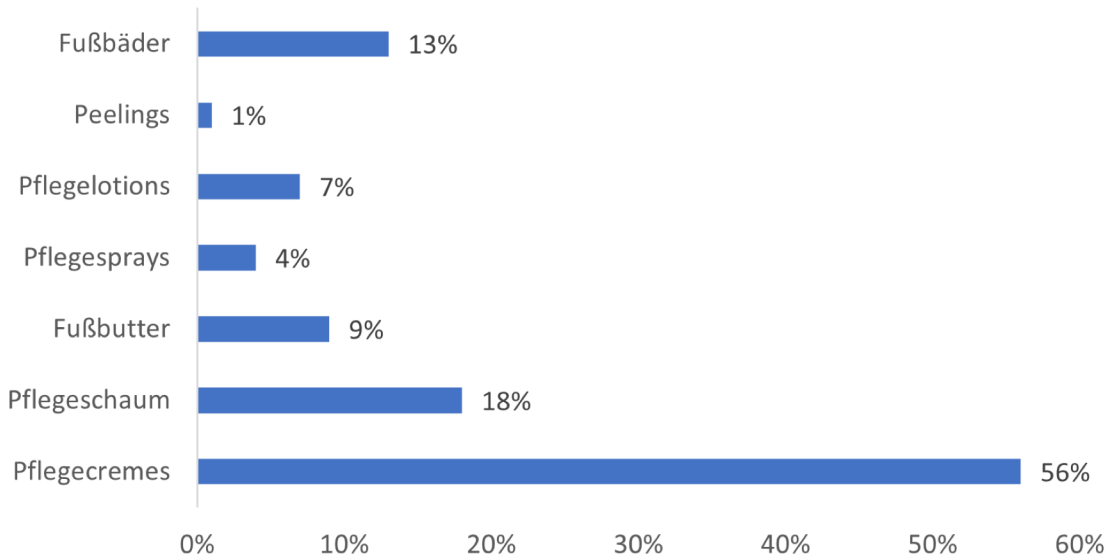
The majority of men (82%) do not get professional foot care. But for women, the figure is only 54 percent and 69 percent altogether. 37 percent of female hikers use the services regularly or in case of problems, compared to men at 16 percent. The older the participants are, the more likely they are to seek professional support. 40 to 49 year olds are slightly more likely to be in this group at 73 percent, compared to 65 percent.



For taking care of my feet, I prefer to use...

question 9

- 77 (56%) Foot creams
- 11 (8%) Care foam
- 13 (9%) Foot butter
- 6 (4%) Care sprays
- 10 (7%) Care lotions
- 2 (1%) Scrubs
- 18 (13%) Foot baths



Assessment

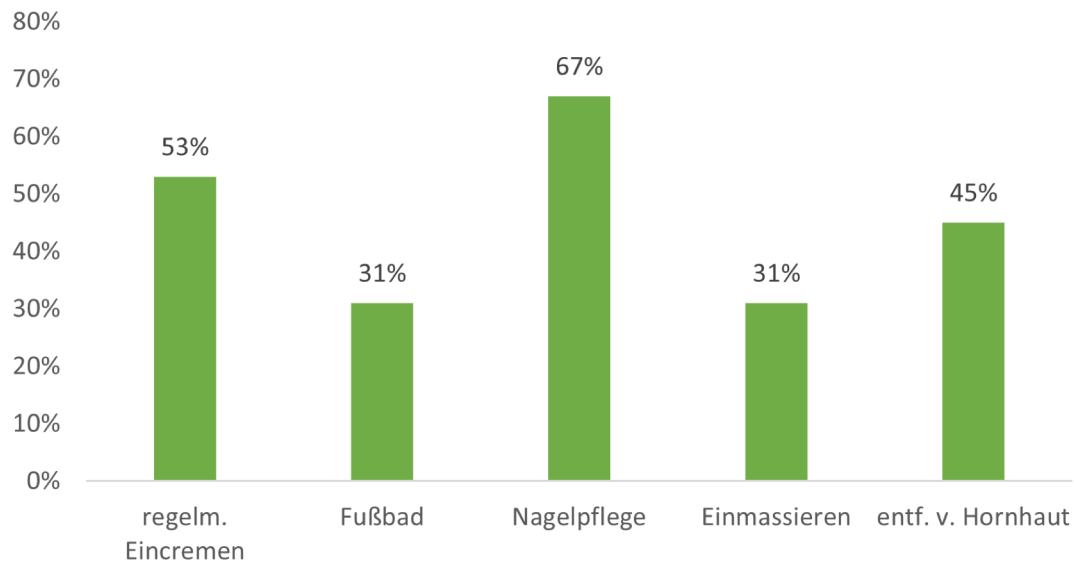
When choosing care products, there is a clear winner: 56 percent of trekking athletes favour old-fashioned foot care creams. This is followed by foot baths (13 percent), foot butter (9 percent), foot care foam (8 percent) and care lotions (9 percent). But looking at the age groups reveals a different picture. 40 to 49 year olds prefer care foam (45 percent) and foot butter (46 percent), while 50 to 59 year olds prefer foot care sprays and scrubs (both 50 percent). But this only refers to a few of the answers. Creams are also in the lead in terms of the number of participants. The use of preparations is not gender-specific. Men and women both use creams and foot baths in a well-balanced way. But there are differences for the other care products.



To me, foot care means...

question 10

- 73 (53%) regular application of a care product.
- 42 (31%) massaging in with a care product.
- 92 (67%) nail care.
- 42 (31%) a nourishing foot bath.
- 61 (45%) callus removal.



Assessment

What does foot care include? Participants were most likely to mention nail care. (67 percent). Regular use of cream followed behind (53 percent) as well as removal of callus (45 percent). Massaging in a care product and a nourishing foot bath are also popular, at 31 percent. Women (69 percent) are also more active than men (56), such as with nail care. There is a larger difference for massaging in the care product (37 percent, compared to 21 percent). This is also the top measure of 50 to 59 year olds (40 percent). 40 to 49 year olds are more likely to take a nourishing foot bath (40 percent), 30 to 39 year olds regularly use cream (33 percent), and over 60 year olds use callus removal (13 percent) while 20 to 29 year olds prefer nail care (10 percent).



Thank you for **reading!**

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