



How do you check your feet?

Survey from GTC FootActives: Running results

Lübbecke, Germany August 2021

Survey development



- **Methods:** Non-representative sample (www.onlineumfragen.com)
- **Target group:** People who run regularly.
- **Title:** Contribution in the magazine „Läuft“ [Runs], at www.laufen.de and <https://www.gehwol.de/Unternehmen/GEHWOL-Testerclub-Foot-Actives>
- **Participants:** 262
- **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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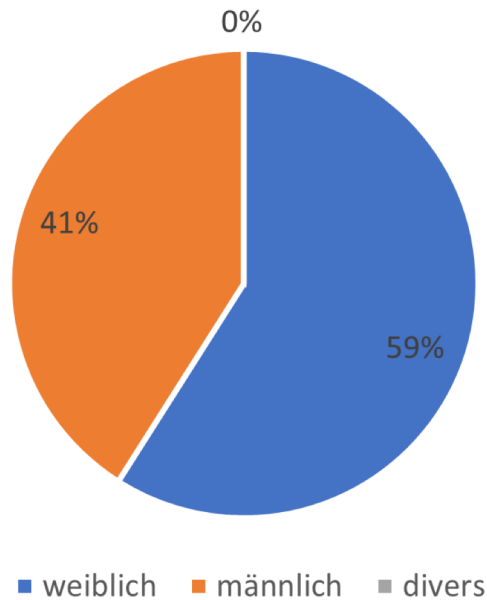


Base population

question 1

Total test persons: 262, comprised of

- 154 (59%) female
- 108 (41%) male
- 0 (0%) various



Assessment

The number of women (59 percent) who took part in the GTC FootActives survey is considerably more than men (41 percent).

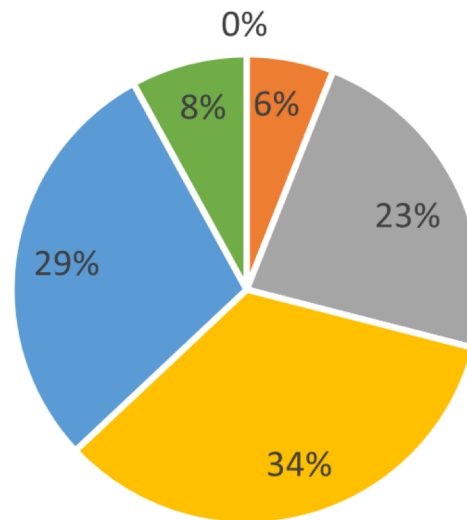
Public Opinion Research

question 2



Age structure

- 0 (0%) under 19 years old
- 15 (6%) 20 to 29 years old
- 60 (23%) 30 to 39 years old
- 88 (34%) 40 to 49 years old
- 76 (29%) 50 to 59 years old
- 22 (8%) over 60 years young



■ < 19 Jahre ■ 20 und 29 Jahre ■ 30 und 39 Jahre
■ 40 und 49 Jahre ■ 50 und 59 Jahre ■ > 60 Jahre

Assessment

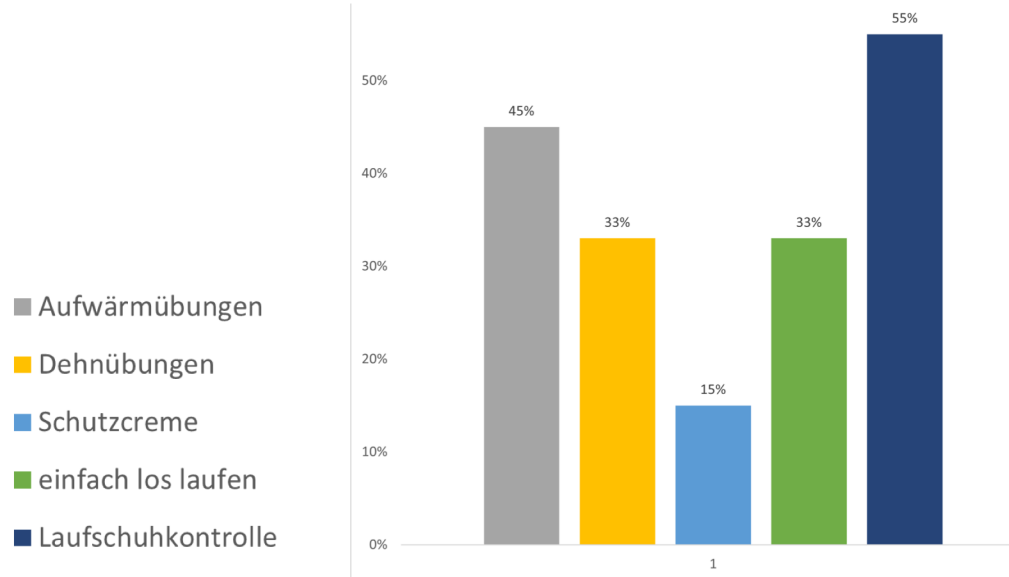
People of all ages run, but there were no survey participants under 19 years of age. This is the result of the survey conducted by GTC FootActives. Active persons were distributed relatively evenly between the ages of 30 and 59 years. Fewer runners between 20 and 29 years and over 60 years of age participated.



How do you prepare for a run?

question 3

- 37 (15%) apply protective cream to prevent blisters and chafing
- 83 (33%) do stretching exercises for their muscles
- 114 (45%) do warm-up exercises for their joints
- 126 (50%) check their running shoes (stones, rubbing seams,...)
- 82 (33%) just start running



Assessment

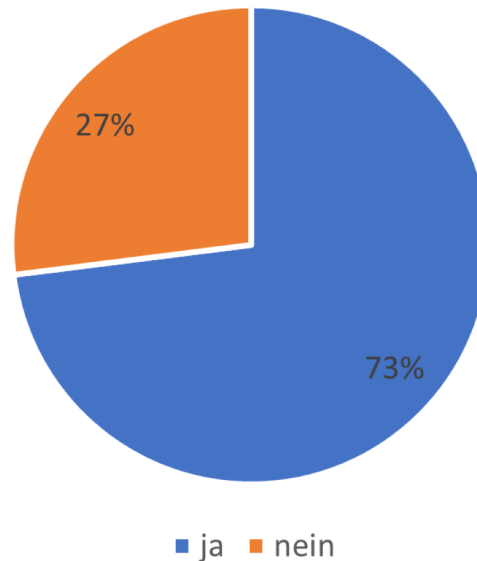
"Just start running" is how one third of respondents handle their preparations. Half (50% percent) of respondents check their shoes before running, and 45 percent warm up before a run. One third stretch their muscles before hitting the track. 15 percent of active runners apply a protective cream before setting out to prevent blisters and sores. The older the runners, the more likely they are to use protective cream (35% of those aged 50 to 59, 34% of persons aged 40 to 49). The comments also mentioned starting slowly on the run, the running ABCs, running socks without seams and regular nail care as preventive measures. Women are more diligent with their measures (59 percent) than men (41 percent).



Have you ever had foot problems before?

question 4

- 185 (73%) yes
- 67 (27%) no



Assessment

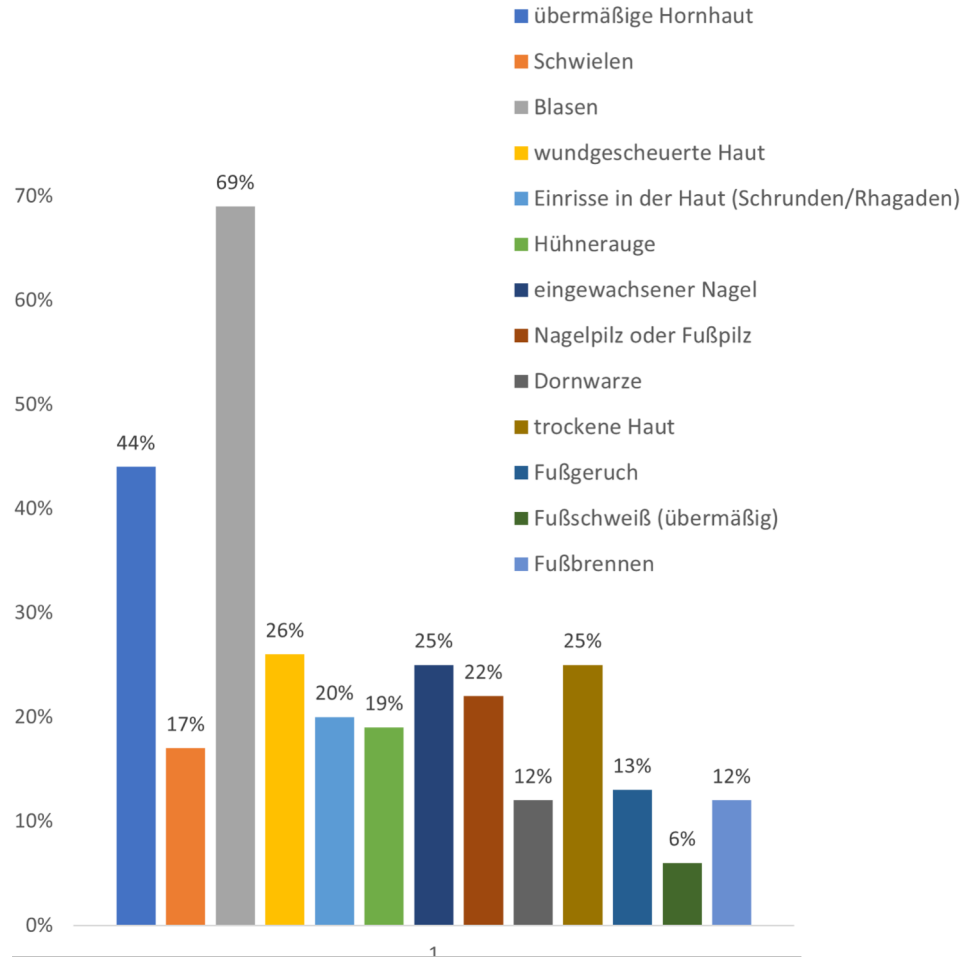
People who run a lot may also develop foot problems. Nearly 75 percent of participants already had experience with this. Only 27 percent had no problems with their feet yet as a result of their sport. Women are ahead of men both with "yes" (62 versus 38 percent) and "no" (52 versus 48 percent). At 36 percent, 40 to 49 year olds are ahead of 50 to 59 year olds (26 percent) and 30 to 39 year olds (23 percent).



If so, what kind of problems?

question 5

- 80 (44%) excessive callus
- 31 (17%) weals
- 127 (69%) blisters
- 48 (26%) chafed skin
- 36 (20%) cracked skin (cracks/rhagades)
- 34 (19%) corns
- 45 (25%) ingrown nail
- 41 (22%) nail or foot fungus
- 22 (12%) plantar wart
- 45 (25%) dry skin
- 23 (13%) foot odour
- 11 (6%) excessively sweaty feet
- 22 (12%) burning feet



If so, what kind of problems?

question 5



Assessment:

Runners who already had problems before cited blisters as a foot problem 69 percent of the time. These are followed by excessive callus (44 percent), chafed skin (26 percent), ingrown nails (25 percent), nail fungus or foot fungus (22 percent) and skin cracks such as tears and rhagades (20 percent). In addition to answer choices, respondents commented on problems such as hallux valgus, broken toenails, pain on the top of the foot, heel spurs, black toenails, or bruising under the big toe.

Women mentioned foot problems more often, at 61 percent, than men (39 percent). In the case of the listed foot problems, men only stated that they were affected more often than their female counterparts in the case of foot odour and sweating. Corns (88 percent), dry skin (80 percent), chafed skin and weals (71 percent respectively) are the most common problems among women.

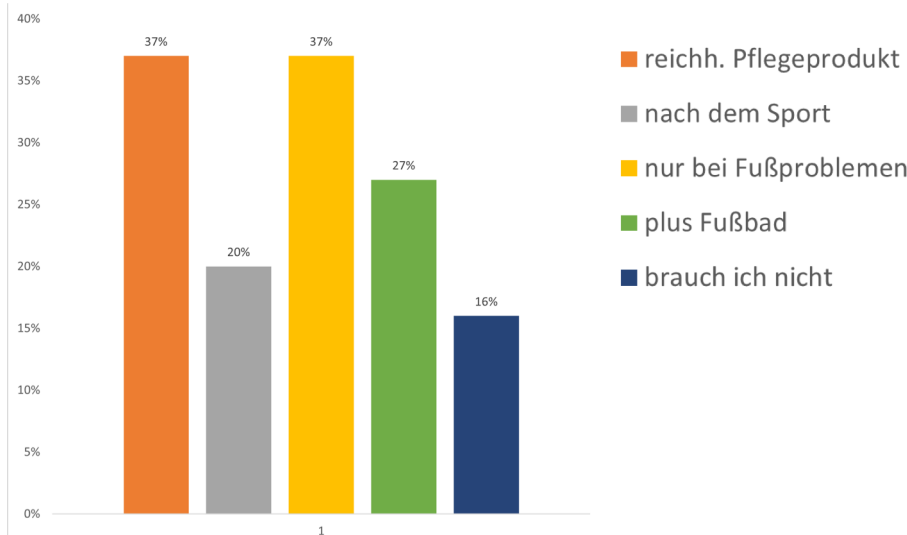
Those aged 20 to 29 years (7 percent) and those aged over 60 years (8 percent) are least likely to experience problems. Here, the age group of 40 to 49 year olds (35 percent) leads. They are followed by 50 to 59 year olds (27 percent) and 30 to 39 year olds (23 percent).



My feet are important to me...

question 6

- 92 (37%) I therefore regularly take care of my feet with a rich care product.
- 66 (27%) I therefore regularly treat them to a foot bath and then take care of them with a rich care product.
- 48 (20%) I therefore always apply cream to them after exercising.
- 90 (37%) I only apply cream when I have a foot problem.
- 40 (16%) and they are in good shape. I do not need foot care.



Assessment

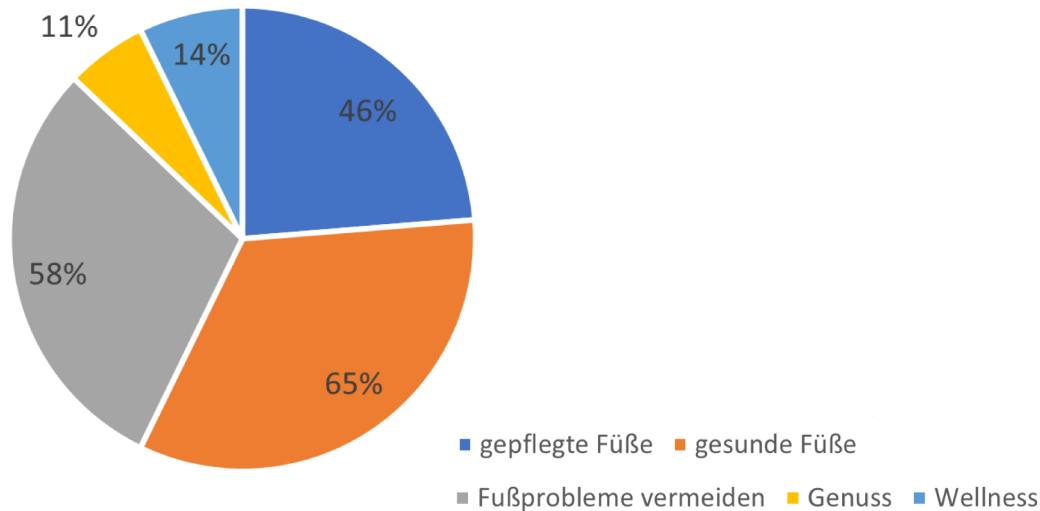
Athletes also take care of their feet when not engaging in sports. But there's a lot of room for improvement here as well. With 37 percent respectively, foot care with a rich care product and applying cream in case of foot problems are equally important measures. 27 percent of respondents swear by foot baths, while 20 percent apply cream to their feet after sports. Only 16 percent do not need foot care. This, however, is precisely what women love (81 percent), closely followed by foot baths (77 percent), and regular care with a rich foot care product (76 percent). 68 percent of men assume that they do not need foot care. Surprisingly, this is most widespread in the age group of 40 to 49 year olds.



I take care of my feet because...

question 7

- 110 (46%) I like groomed feet.
- 156 (65%) I want to keep my feet healthy.
- 138 (58%) I want to protect myself from foot problems.
- 26 (11%) I enjoy putting cream on my feet.
- 34 (14%) It's like a wellness massage for me.



Assessment

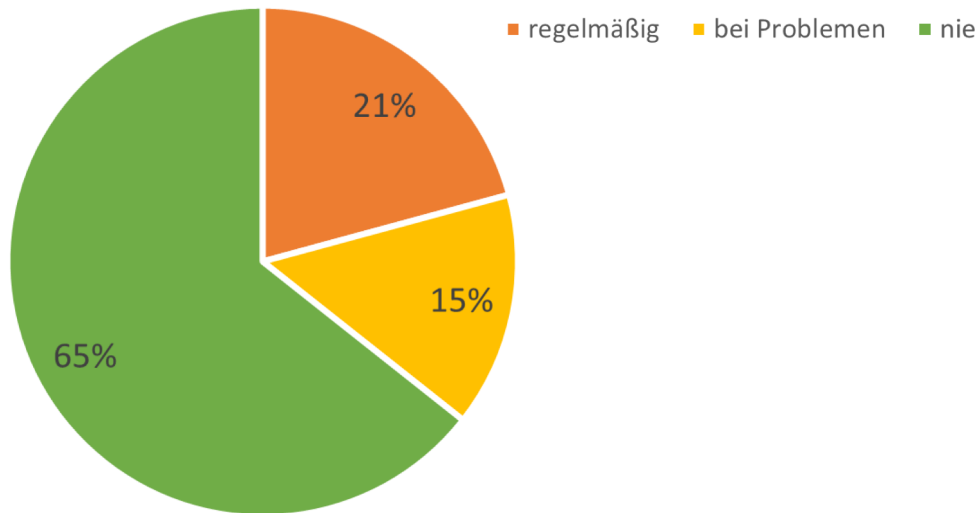
Those aged 40 to 49 years particularly enjoy putting on cream (42 percent). Women appreciate this even more at 77 percent. Across all age groups and genders, keeping the feet healthy dominates at 65 percent, closely followed by protection against foot problems with 58 percent. At 46 percent, well-groomed feet are also still very popular among runners. For women, the focus is on well-groomed feet (74 percent) in addition to the pleasure of applying foot cream. For men, staying healthy (42 percent) and protecting themselves against foot problems (41 percent) are the main issues. 50 to 59 year olds are primarily concerned with wellness (38 percent). Other reasons are relatively evenly distributed across the different age groups.



I see a foot care professional...

question 8

- 49 (21%) regularly
- 35 (15%) for problems like callus or corns
- 155 (65%) never



Assessment

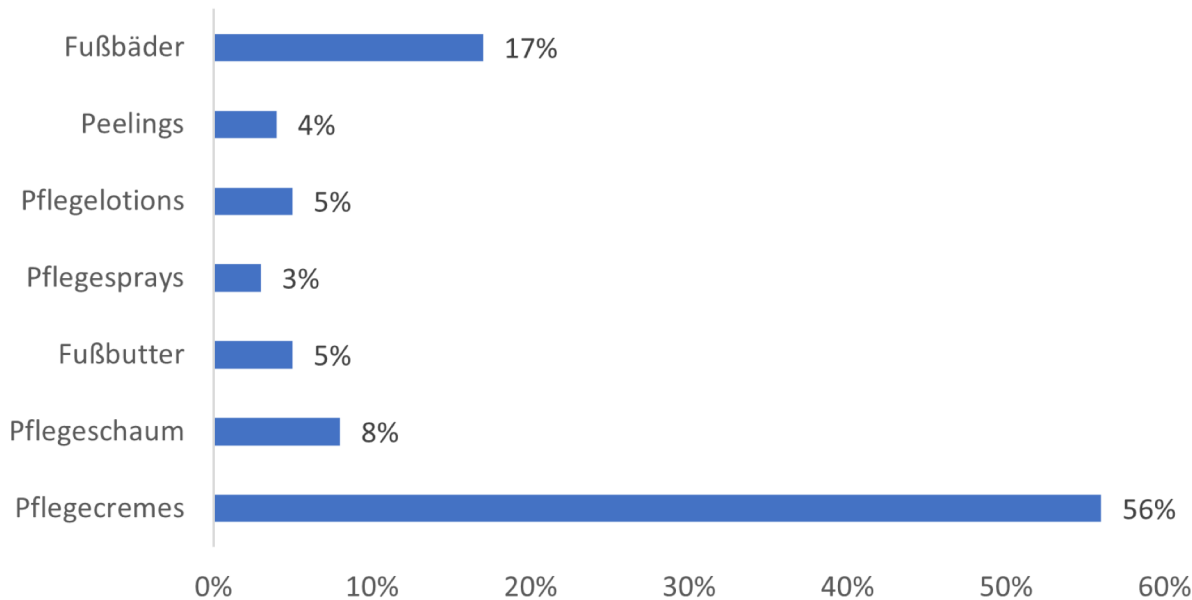
36 percent of runners use professional foot care regularly or for foot problems such as calluses or corns. Nearly 65 percent, however, never obtain foot care. There are significant differences between women and men here. Women obtain foot care about 82 percent of the time, while men only obtain it 18 percent of the time. Those aged 40 to 49 years (60 percent) are just ahead of those aged 50 to 59 years (58 percent) when it comes to using professional foot care regularly or for foot problems. 30 to 39 year olds follow with 46 percent.



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

question 9

- 132 (56%) Foot creams
- 20 (8%) Care foam
- 12 (5%) Foot butter
- 8 (3%) Care sprays
- 11 (5%) Care lotions
- 9 (4%) Scrubs
- 40 (17%) Foot baths



Assessment

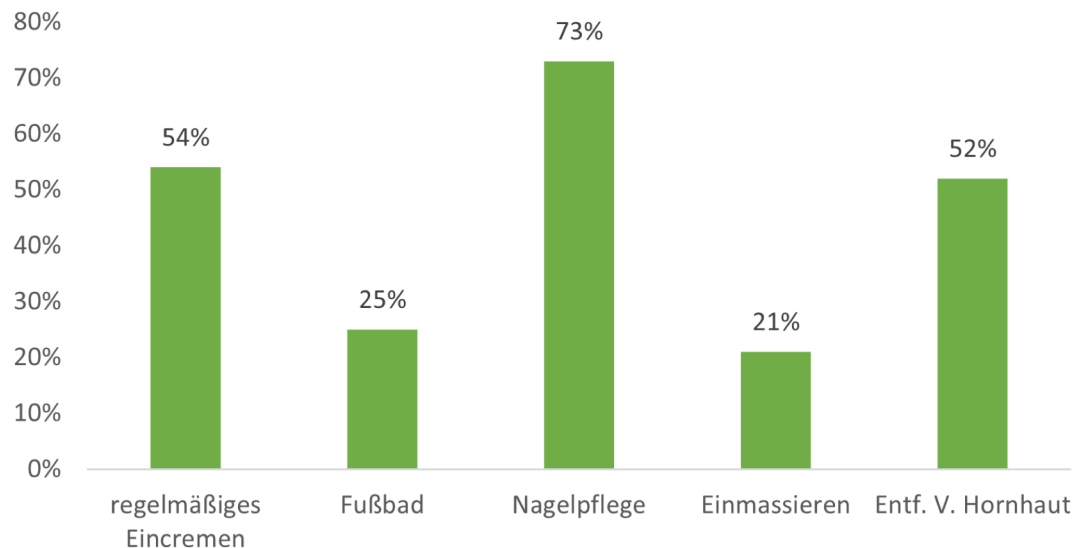
Men love sprays (88 percent), while women prefer foot butters (92 percent) and foot care foam products (90 percent). However, classic skin care creams are in the lead across all age groups and genders (56 percent). This is followed by foot baths, at 17 percent. Persons aged 50 to 59 years especially value foot baths and care sprays. Sprays are the most popular product form among 40 to 49 year olds, closely followed by creams (36 percent), which are also strongly represented in the other age groups. At 42 percent, 30 to 39 year olds have a surprising preference for foot butter.



To me, foot care means...

question 10

- 126 (54%) regular application of a care product.
- 50 (21%) massaging in with a care product.
- 171 (73%) nail care.
- 58 (25%) a nourishing foot bath.
- 120 (52%) callus removal.



Assessment

Joggers take care of their nails. In any case, 73 percent of respondents said so. Regular application of a skin care product (54 percent) and callus removal (52 percent) are in second and third place. Cream application is especially popular among women (71 percent), but so is callus removal (69 percent). Men have different priorities, with nail care (39 percent), foot baths (38 percent) and massaging product in (36 percent). 36 percent, respectively, of 50 to 59 year olds like nourishing foot baths, while 40 to 49 year olds enjoy massaging product in. Among persons aged 30 to 39 years, regular application of a skin care product is the most common measure (27 percent).



Thank you for **reading!**

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