

SURVEY RESULTS

New York, March 5, 2020

Survey Finds That 67% of All Kids Are Wearing the Wrong Shoe Size

Shoes that are too small put children at risk of foot deformities and other serious health issues. The bad news for parents; almost two thirds of all children are wearing shoes that are too small!

Blitzresults conducted a survey and found that 67% of all kids are wearing shoes that are too small. Of these, 48% are one size too small and 19% are even two. Only 33% are wearing the correct size and only 10% of those have “room to grow”.

Improperly fitting shoes can cause hallux valgus. This is a foot deformity, it happens when the big toe starts to angle inward, which causes a swollen lump just below the big toe. A study conducted by the National Health Institute found that almost 30% of children had irreversible foot deformities, like hallux valgus.

To help parents make sure they are buying shoes that fit their kids properly, keep the following advice in mind:

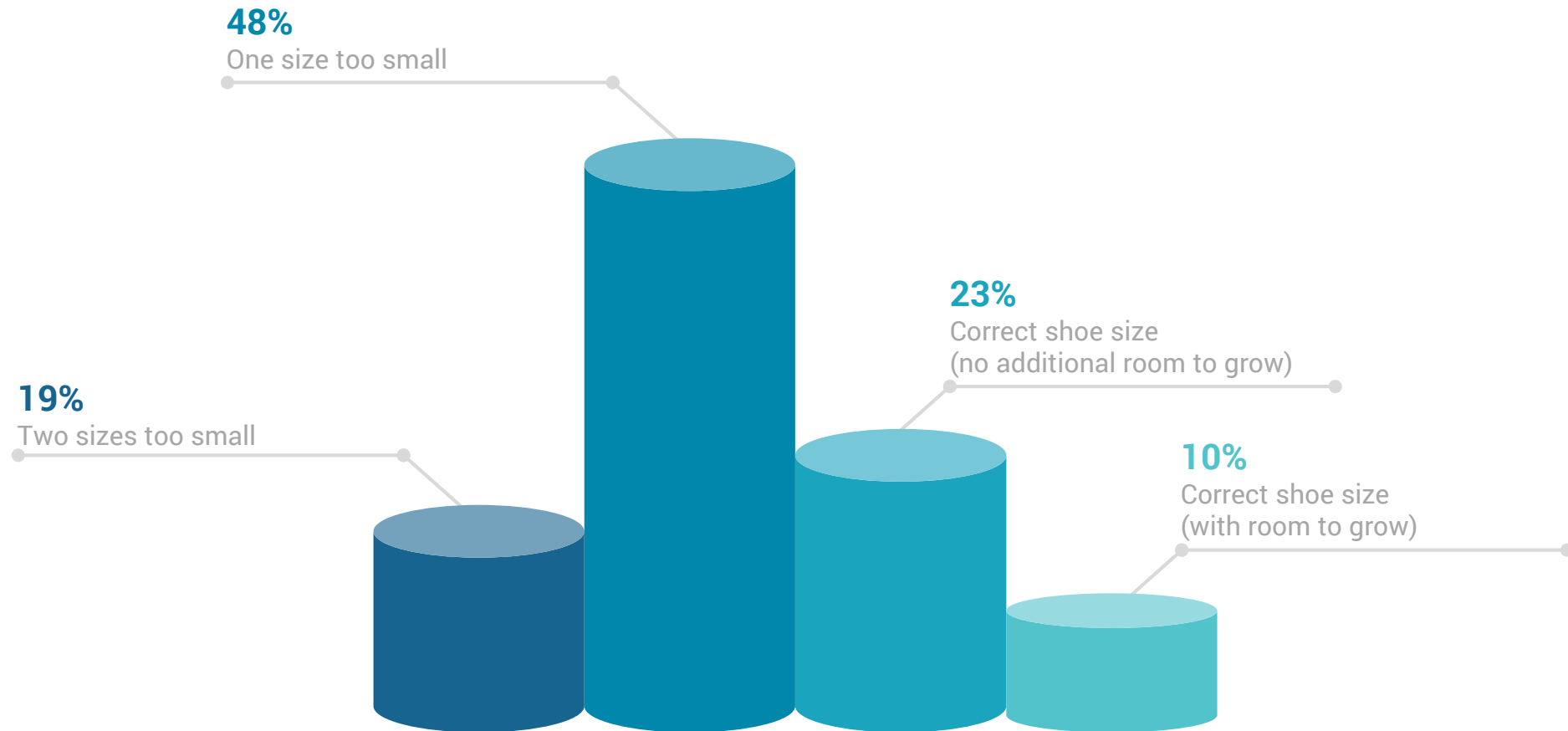
- **Go by the longer foot:** The right and left foot are rarely the same length. A difference of up to half an inch is normal, that's almost one whole shoe size. Therefore, parents should always go by the longer foot when buying shoes.
- **Don't rely on the shoe size:** Shoe manufacturers label shoes with standard sizes, the ones we all know. But, there is no mandatory industry standard for shoe sizing, so each brand will vary. Be sure to try on every shoe carefully.
- **Give 'em room:** Most parents are aware that feet need some room, but usually underestimate the actual room needed. At least ½ inch of additional room is optimal, it's the only way kids can roll their foot properly when walking.
- **Do a regular check:** Tim Lilling, expert at blitzresults.com, tells us that, "Because the sense of touch isn't fully developed in children yet, they have a tendency to squeeze their feet into shoes that are much too small, they don't even notice it. Therefore, parents must measure their children's feet every 2 months." A measuring guide, useful conversion tools and a lot of information on how to choose shoes with the perfect fit can be found [here](#).

Unfortunately, many parents still use these "tricks" to judge whether shoes fit:

- **Trick: Hold shoe to foot.** The shoe sole is held up to the child's foot to estimate the size, but the length on the inside of the shoe can't be estimated from the outside, and is often much shorter than you'd expect (lining, seams, foot bed). **Better:** Use an appropriate measuring device.
- **Trick: The thumb test.** The thumb presses on the toe of the shoe to see how much room there is to grow. The problem; children often draw their toes up by reflex, so the foot is rolled under. It may seem like there's enough room, although, in reality, the shoes are too small. Using the heel test is just as bad for judging free space in the heel. Many kids push their feet forward until their toes are crammed in. **Better:** Carefully feel your child's foot inside the shoe. Place one hand on the front of the shoe, so the child can't draw their toes up. Then, with the other hand, check the position of the toes. This way you can feel whether there is enough room to grow.
- **Trick: Size comparison using a stencil.** The shape and size of the foot is traced and compared with the shoe sole, but this comparison is usually imprecise. **Better:** If there is a removable insole, take it out and place the foot on the insole, there should be 1/3 inch of space behind the heel and half an inch in front of the toes.
- **Trick: Asking them how it feels.** Parents ask kids; "Does the shoe fit?" Unfortunately, the answer will likely be wrong. Often, the nerves in kid's feet are not fully developed yet and their awareness of pain is clearly lower than an adult's, so, kids don't realize if the shoe fits. **Better:** First and foremost, measure their feet.

Children's shoes: Only one out of three children wear the correct size

Survey results in detail



About us.



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BlitzResults: Interactive educational website with focus on consumer topics & health

About BlitzResults.com

BlitzResults is an interactive educational website with focus on consumer topics and health.

We provide consumers with personalized information and resources. In a blitz!

We won't leave you out in the rain with just results though, we provide in-depth information and pragmatic advice from experts so that you can make informed decisions.

This is how we do it

Since we generally focus on math-based problems, we begin by building small, interactive tools, such as online calculators or widgets. The advantage is that instead of getting a general and inconclusive answer, you get personalized results that are tailored to your needs.

But, that isn't all; we go much further. Remember that teacher back in school who could really get your attention, how they passed on knowledge so easily? We want to measure up to that.

We present results and information in an easy to understand way and want our site to be fun. We don't bury information in academic mumbo-jumbo (if only those Wikipedia articles weren't a mile long!).

You don't like deserts of text? Neither do we, a feast for the eye is what we prefer, this is why we put so much loving effort in the design of our info graphics. Statements from experts and pro tips round out every topic.

Mathematics & Science



How [heavy is an object](#) made of a certain material? What is [statistically significant](#)? And [how many centimeters does a pixel actually have](#)? [See all calculators.](#)

Consumer Topics



Identify [deceptive packages](#), divide shared apartment costs fairly or check whether a [discount is really worth it](#). [See all calculators.](#)

Health & Diet



Ideal weight or above? The [BMI calculator](#) knows the answer. Good for the back: adjust [your office chair to the right height](#). And: What does your [meat consume](#) add up to? [See all calculators.](#)

Sports



Find the optimal [heart rate zone](#) for cardio training or weight loss. Use the [step-calculator](#) to check whether you are really walking 10,000 steps a day. [See all calculators.](#)

Size Conversion



Use the following calculators and converters to easily find the correct size. For example for [shoes](#), [bras](#), [trousers](#), [jeans sizes](#) or [rings](#). [See all calculators.](#)

Energy Saving



How [much power do large household appliances consume](#)? What about your laptop? And how much gas would you could save by getting a car with a [better mileage](#)? [See all calculators.](#)

Our Mission

Our mission is to help you with math-based problems. This objective is met the moment you hit the calculator button on our site.

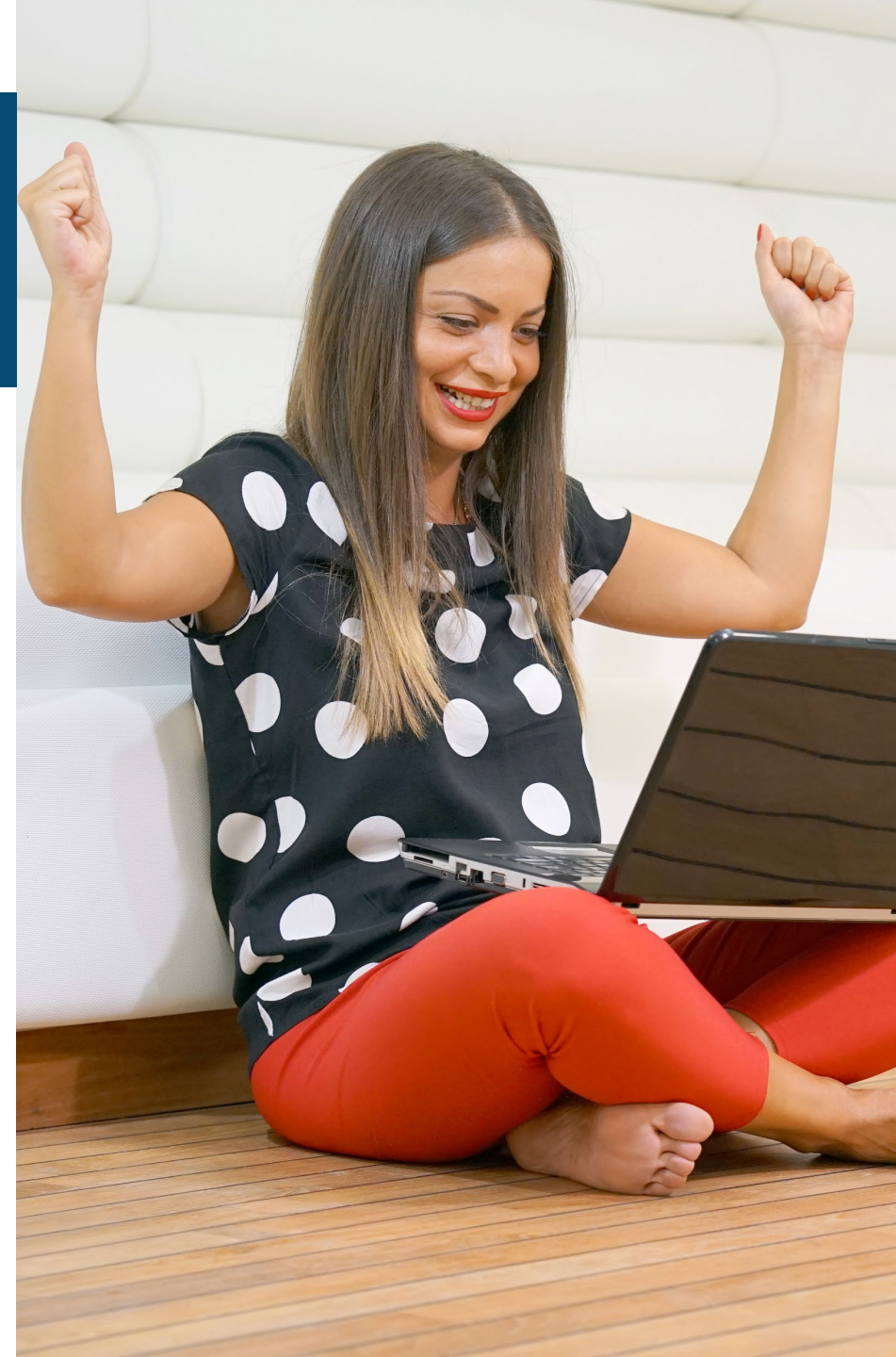
What is our “real” mission, the big picture?

To help 100 million people live responsibly in the face of our planet’s dwindling resources and improve their personal well-being.

There are so many topics worthy of more awareness, for example, overthinking our diet or evaluating our physical activities.

Yes, many things seem so inconspicuous and irrelevant at first sight, but when you take a closer look you sometimes realize that by just changing one small thing you can greatly improve your health. As an example, check out this calculator for preventing back pain and herniated discs.

We invite you to come and take a closer look. Explore, discover and indulge yourself! We are anxious to join you on this journey!



blitzresults.com
Your Questions Answered. In A Blitz

PRESS CONTACT

Web: <https://www.BlitzResults.com>

Email: Press@BlitzResults.com

Phone: +1 646 500 8642

About the study

2789 parents were asked about their kids' foot length and shoe size. Afterward, special measuring devices and instructions on how to measure feet properly were given to the parents. The measurement values were used to calculate the actual shoe size, then these results were compared with the parents' hit or miss values.

Sources

National Health Institute Study <https://www.ncbi.nlm.nih.gov/pubmed/20015410>