

STAY a **STEP** Ahead

With the Right Nursing Shoes



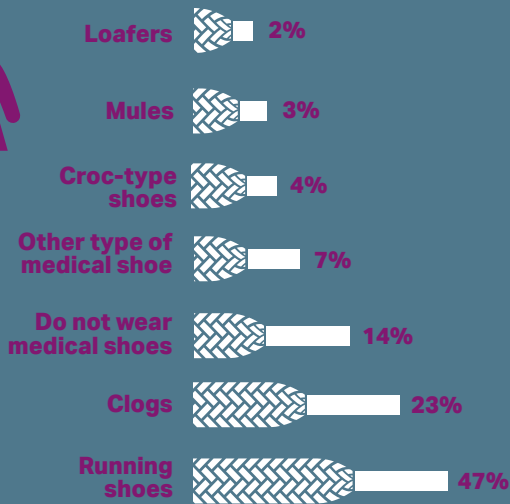
The nursing profession calls for you to constantly think on your feet. You can't be slowed down by footwear that is not up to the task. Your job may not call for steel-toed construction boots, but you do need nursing shoes that can properly support you through 8- or 12-hour shifts.

In this survey, conducted in July 2018, we asked nurses what they look for in nursing shoes and how they shop for them. We collected 1,277 responses from 1,194 female nurses and 83 male nurses. Here's how they responded.

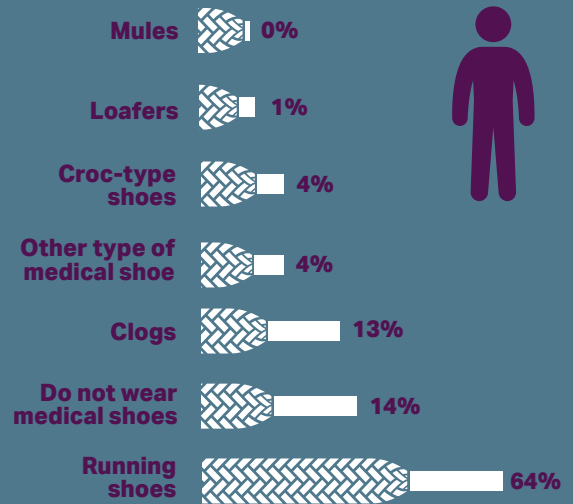
1.

What type of medical shoes do you primarily wear to work?

Female



Male



Takeaways

1

Medical-type running shoes were the go-to for female nurses (47%) and male nurses (64%).

2

Clogs were the second choice of medical-type shoe to wear to work for both male (13%) and female (23%) nurses.

3

4% of female and male respondents reported wearing Croc-type medical shoes to work.

4

Female nurses are slightly more likely (7%) than males (4%) to wear other types of medical shoes.

2.

Where do you purchase your medical shoes from most of the time?

Female



Store



Internet



Store and Internet



Other

Male



Store



Internet



Store and Internet



Other

Takeaways

1

Both female and male nurses reported a preference for shopping for medical shoes in a store.

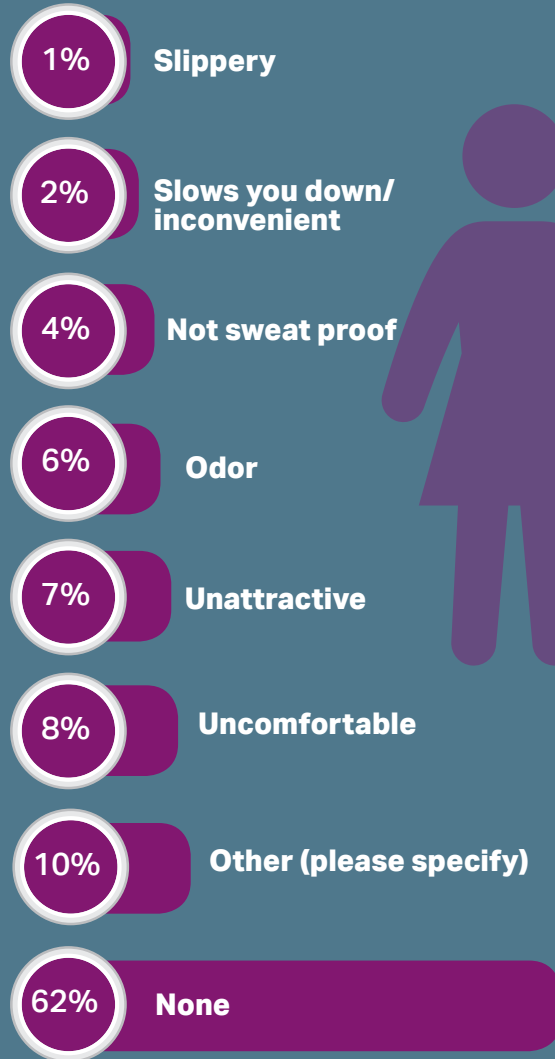
2

Twenty-four percent of female respondents reported shopping equally at stores and online for medical shoes while fewer than 11% of male respondents shopped for medical shoes equally at stores and on the internet.

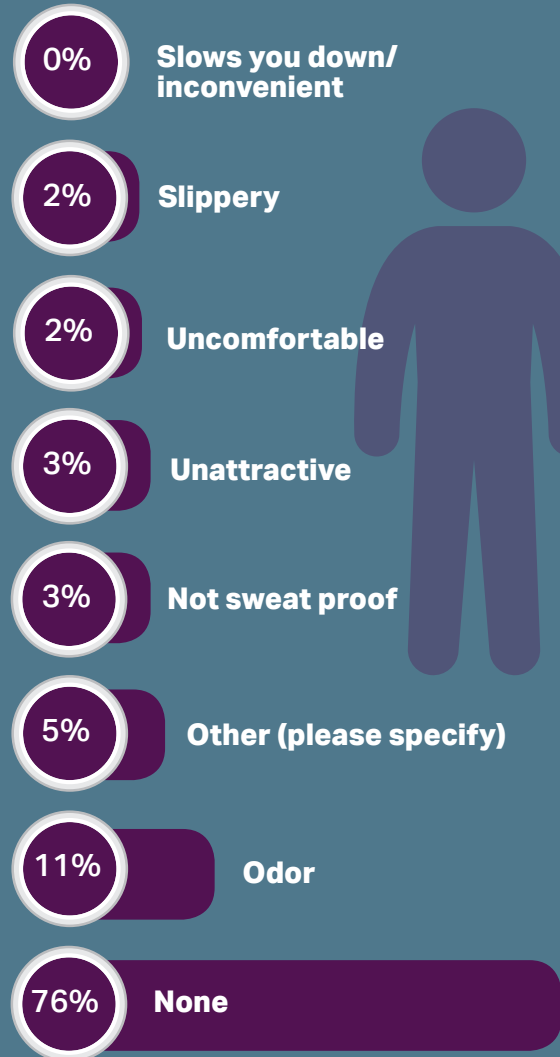
3.

What is the main pain point of your current pair of shoes?

Female



Male

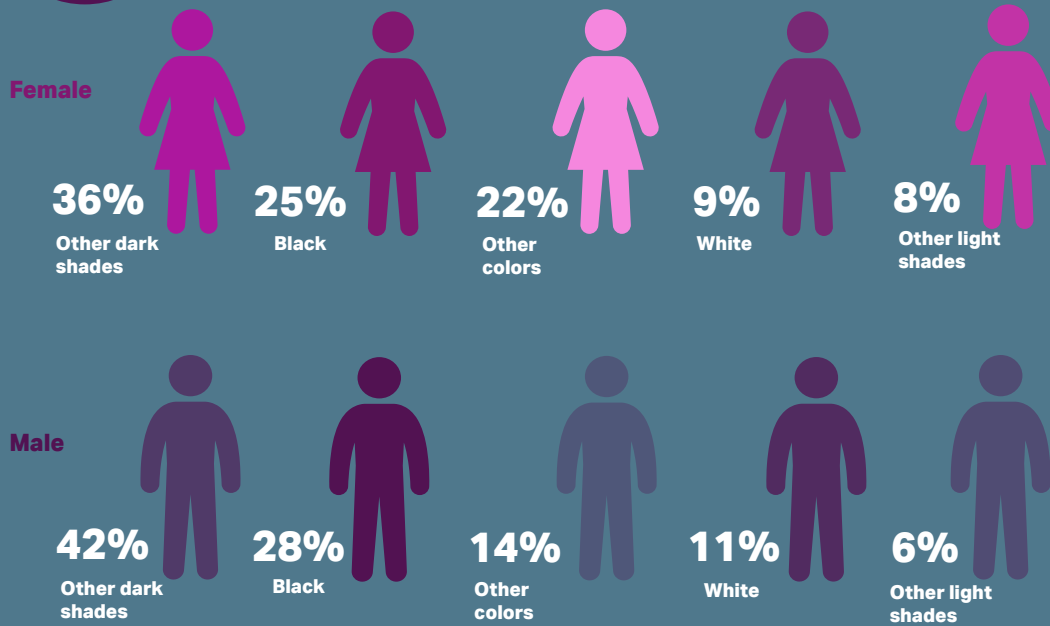


Takeaways

- 1 Three-quarters of nurses reported no pain points with their current pair of shoes.
- 2 More female respondents (8%) reported an issue with comfort compared with male respondents (2%). Nearly 11% of male nurses reported odor as their main pain point with their current shoes compared with 6% of female respondents.
- 3 Twice as many female respondents (7%) said their current shoes were unattractive compared to male respondents (3%).
- 4 The 10% of female nurse "other" responses included pain points such as foot and leg fatigue, shoes' quick wear and tear, heel pain and that the shoes are not easily cleaned. Five percent of male nurse "other" responses included arch support and poor fit as pain points.

4.

Which shoe color do you prefer to wear to work?



Takeaways

- 1 Overall, male and female nurses agreed they prefer black and other dark shades for their medical shoes versus light shades and white.
- 2 When asked for other color preferences, most female respondents said bright colors and multi-colored shoes were preferred. Seven male respondents suggested blue and/or bright colors as other options.

5.

How important is the design when buying shoes?



Female

75%

Male

67%

About **75% of females** and **67% of males** found shoe design either very or extremely important when buying shoes.

6.

How important is price when buying medical shoes?

Takeaways

Female and male nurses said price was important. However, **63%** of females said it was either very or extremely important, while only **49%** of men agreed.



Female

63%

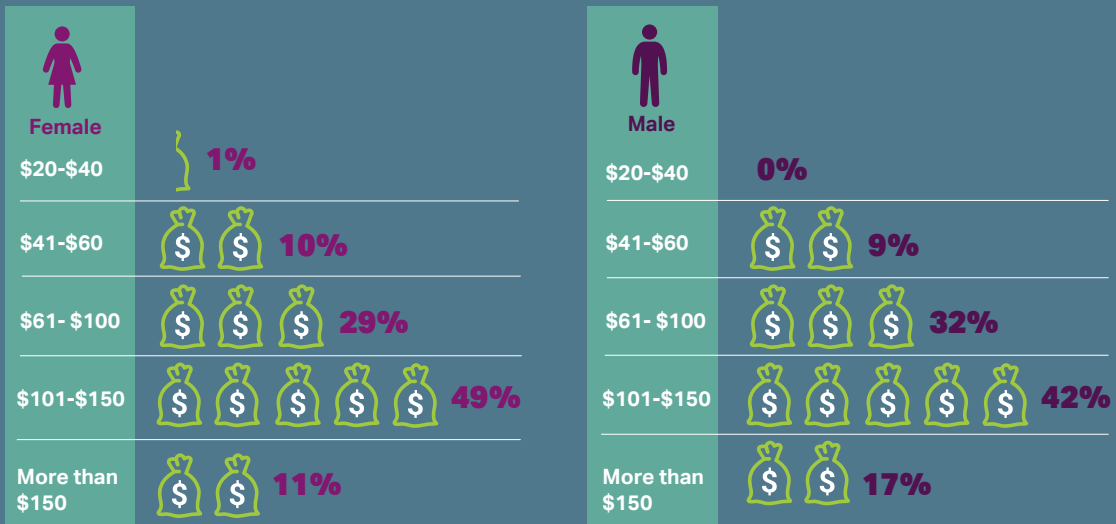


Male

49%

7.

How much would you spend on the ideal pair of medical shoes that include every feature you desire?



Takeaways

- When asked what is the most they would spend for the ideal pair of shoes, both genders agreed they were willing to pay \$101-\$150 for the ideal pair of medical shoes.
- About 16% of male nurses said they were willing to pay more than \$150 for the ideal pair of medical shoes compared with 11% of female nurses who were willing to do so.

Source: Nurse.com Medical Shoe Survey conducted in July 2018. The survey was sent to randomly selected nurses via email during a two-week period. We received 1,277 responses (a 4.7% response rate) from 1,194 female nurses and 83 male nurses.