

BACK-TO-SCHOOL shoe shopping



...by the numbers

As the new school year slinks closer, here are some tips from the Michigan Podiatric Medical Association on finding the best shoes for your family—And some fun statistics we found along the way!

79 million

Number of students enrolled in U.S. schools in 2011. (Includes preschool through college.)



14,952

Total district count of students in Rochester Community Schools (K-12) last fall.

Data from the 2011 U.S. Census Bureau and The Center for Educational Performance and Information.

\$26.7 billion

Estimated amount of cash families nationwide will spend on all school supplies this year. This includes apparel, shoes, supplies and electronics.

\$634.78

The average amount families will spend for new school supplies this fall.

Data from the National Retail Federation survey for 2013.

25,448

Number of shoe stores nationwide, according to data from the 2011 U.S. Census Bureau.

DO YOUR CHILD'S SHOES "MAKE THE GRADE?" TAKE THE 1•2•3 TEST

1

LOOK FOR A STIFF HEEL

Press on both sides of the heel counter. It shouldn't collapse.



2

CHECK TOE FLEXIBILITY

The shoe should bend with your child's toes. It shouldn't be too stiff or bend too much in the toe box area.



3

SELECT A SHOE WITH A RIGID MIDDLE

Does your shoe twist? Your shoe should never twist in the middle.



Brought to you by **stride rite.**

Shoe shopping tips

Feet change with age: Sizes may change every few months as your child's feet grow—socks, too!

No hand-me-downs! Sharing shoes can spread fungi like athlete's foot and nail fungus.

Take your youngster shoe shopping: Letting your child help to choose a pair of shoes promotes healthy foot habits in the future.

Buying for Big Foot: Feet rarely match the size chart exactly, so plan to buy shoes for a larger foot

No break-in period needed: Shoes should be comfortable immediately—no wear-around-the-house-for-months period necessary! Have your youngster try on the shoes with socks for accurate shopping, too.

Provided by the Michigan Podiatric Medical Association.
Check out www.MPMA.org for more tips.

5,117

Average number of steps Americans walk each day according to a 2010 study in *Medicine & Science in Sports & Exercise*.

75,000

The average person logs this many miles by the age 50, according to the American Podiatric Medical Association.

26

Number of bones in each of our feet. Together, both feet contain 1/4 of all bones in our body.

Numbers from the Michigan Podiatric Medical Association.



Graphic by Jen Bucciarelli