

Who's Who at the Whine Walk Run 5K

Gender

Female - 90%
Male - 10%

Age range

Primary age group
Age 40 to 69
Secondary age group
Age 30 to 39

Income

50K to 74,999 - 50%
100K to 124,999 - 20%
150K to 174,999 - 10%
200K and up - 10%
No response - 10%

Education

Some college - 20%
Associate degree - 20%
Bachelor degree - 40%
Graduate degree - 20%



Kids under 18 years in household

Yes – 30%
No – 70%

Race

Black/African American - 80%
Latino/Hispanic - 10%
Other races - 10%

Some areas of interest include:

- Hair & Beauty
- Home remodeling
- Real Estate
- Vacation/Travel
- Shipping
- Food

Attendees	2024	2025 Est.
Participants	300	400
Volunteers	20	30
Onlookers	*400	600
Vendors	20	35

A few of our satisfied customers <https://www.inclusiffitness.com/5khome/#comp-lcgdxjm8>

We at the WWR5K pride ourselves in creating a quality event for all featuring health, culture and giving back to the community. Since the inception of this event we've taken time to grow adding more vendors, volunteers, presenters and now the INTERNATIONAL FOOD FESTIVAL which will be a huge community draw.