

# EXPLORE THE TRADES AUDIENCE AND REACH



## Social Media Followers

3,726



835



3,002



## Website Traffic\*

\*Data from Jan. 1 - July 1, 2024.

150K

Page Views

64K+

Total Users

45K+

Organic Users

## Audience

Explore The Trades' resources are utilized in 1,853 public school districts across the nation. This equates to 13.9% of all U.S. public school districts!

**1,853 public school districts (13.9%)**

2,150

Total Educator Contacts

439

Total Contractor Contacts

2,000+

Total Newsletter Subscribers



# POSTER KITS

**3,284**

Total Number of Poster Kits Distributed

Total Number of Poster Kit Locations

**2,183**

**515K+**

Total Student Impact\*

## THE HVAC TECHNICIAN CAREER PATH

Discover and build your career in the heating and cooling trade.

**START**

**1**

Earn Your High School Diploma or GED Certificate

Visit our website to learn more about the trades.

**EDUCATION**

**2**

Education and Apprenticeship\*

Pay: \$18-\$28 per hour  
\*Most are four years and include 8,000 hours of on-the-job training. Varies by state.

**JOURNEYMAN**

**3**

Journeyman or Technician License

Pay: \$29-\$39 per hour  
Install and maintain climate control systems in a home or building.

**MASTER**

**4**

Master or Contractor License

Pay: \$40-\$45 per hour  
Supervises technicians, manages projects and pulls permits.

**LEADERSHIP**

**5**

Leadership Opportunities

General Manager  
Warehouse Manager  
Service Manager  
Installation Manager

**OWNERSHIP**

**6**

Company Ownership

The heating and cooling trade provides a path to business ownership.



Wages are based on U.S. Bureau of Labor Statistics (2021) and vary by region. ©2024 Explore The Trades. All rights reserved. [explorethetrades.org](http://explorethetrades.org)



Want to learn more about the heating and cooling trade? Scan the QR code!

\*Data from July 1, 2021 - August 1, 2024.



Photo courtesy of Milford Mill Academy, a 2022-2023 Skills Lab recipient.

**24**

High Schools

Middle Schools

**2**

**15**

States

Total Student Impact\*

**2,100+**

\*Data from March 2022 - March 2024.

# “MORE THAN AN ELECTIVE” PARTNERSHIP PROGRAM

190

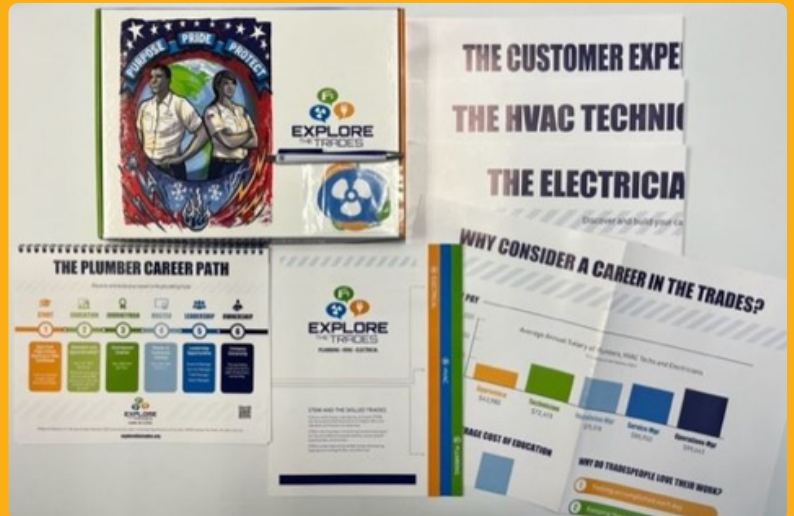
Educators

Schools

171

14K+

Total  
Student Impact\*



\*Data from July 2023 - August 2024.