

EXPLORE THE TRADES AUDIENCE AND REACH



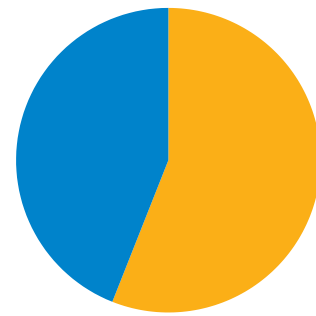
Photo courtesy of Mayfair School, a 2023-2024 Skills Lab recipient.

Social Media CHANNELS



Followers: **3,724**

Women
44%

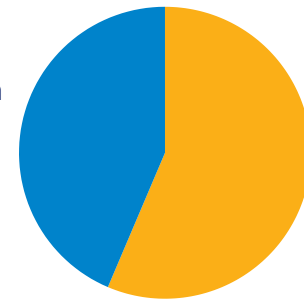


Men
56%



Followers: **923**

Women
43.6%



Men
56.4%

Industry Breakdown:



Followers: **3,315**

- Industrial & Construction: 33%
- Philanthropy & Other Industries: 13%
- Education & Public Services: 11%
- Business, Finance & Professional Services: 11%
- Media, Hospitality & Consumer Services: 8.0%
- Real Estate, Retail & Trade: 7%
- Transportation, Energy & Environment: 7.5%
- Technology & Innovation: 4.0%
- Healthcare & Wellness: 4.0%
- Security & Defense: 1.5%

*Data from March 1, 2024 - March 1, 2025.

Website **TRAFFIC**

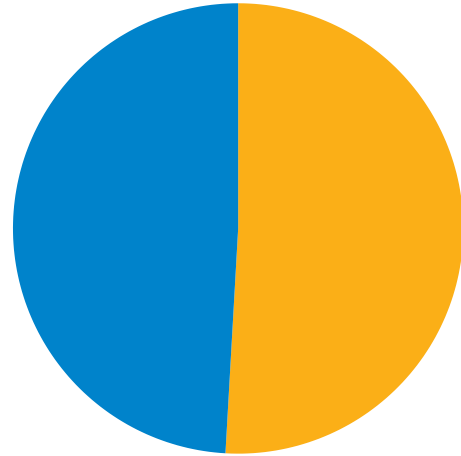
61K+ Organic Users

234K Page Views

85K+ Total Users

1m 15s User Average Time on Site

Women
49.1%



Men
50.9%

Primary age demographic: **18-24**

Explore The Trades' **AUDIENCE**

K-12 Schools

Explore The Trades' resources are located in **2,100** public school districts across the nation.

This equates to **15.8%** of all U.S. public school districts!

938 Industry Connections

This includes:

- Home service contractors
- Industry vendors
- Industry associations

2,045 Newsletter Subscribers

2,354 Educator Contacts

This includes:

- K-12 school counselors
- K-12 teachers
- Technical schools
- Post-secondary institutions

Classroom POSTER KITS

THE PLUMBER CAREER PATH

Discover and build your career in the plumbing trade.



TRAYECTORIA PARA LA CARRERA DE ELECTRICISTA

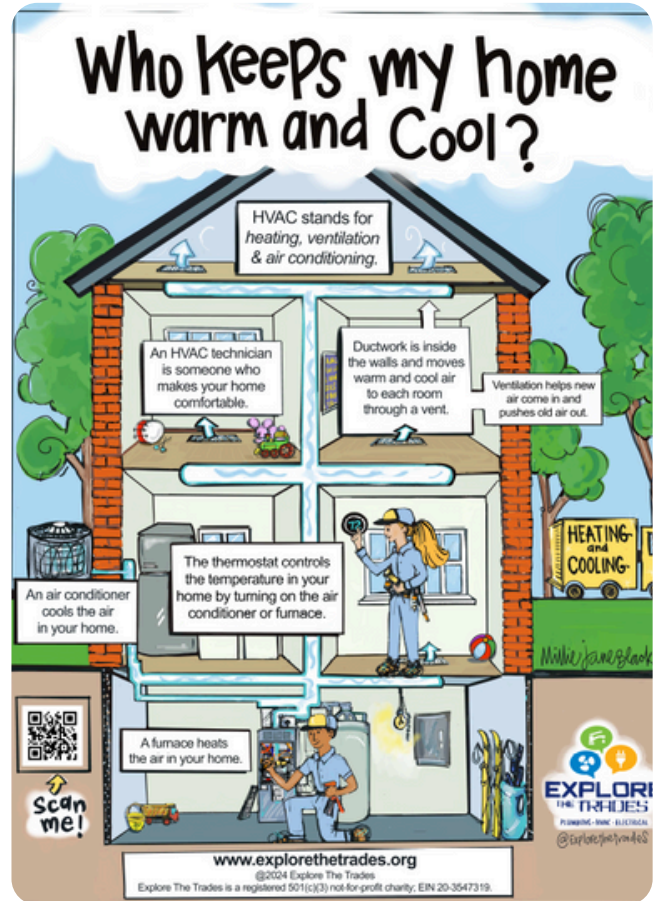
Descubre y crea tu carrera de electricista



Wages are based on U.S. Bureau of Labor Statistics (2022) and vary by region.
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Quiero aprender más sobre carreras eléctricas?
Escanee el código QR!



3,500+

Total Number of Poster Kits Distributed

2,500+

Total Number of Poster Kit Locations

790K+

Total Student Impact*

*Data from July 2021 - March 2025.



23 High Schools

2 Middle Schools

15 States

2,100+ Total Student Impact*



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

*Data from March 2022 - March 2025.

"More Than An Elective" PARTNERSHIP PROGRAM

189 Educators

168 Schools

18K+ Total Student Impact*



*Data from July 2023 - March 2025.

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www.explorethetrades.org

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