

# EXPLORE THE TRADES AUDIENCE AND REACH



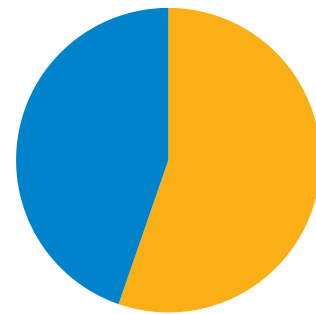
Photo courtesy of Mayfair School, a 2023-2024 Skills Lab recipient.

## \*Social Media CHANNELS



Followers: **3,785**

Women  
44.7%

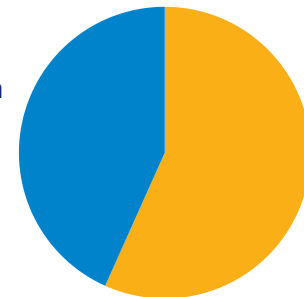


Men  
55.3%



Followers: **978**

Women  
43.3%



Men  
56.7%



Followers: **3,666**

### Top Five Industries

Building Equipment Contractors: 34.56%

Construction: 26.61%

Wholesale Hardware, Plumbing, Heating  
Equipment: 17.43%

Higher Education: 11.62%

Consumer Services: 9.79%

\*Data from July 8, 2024 - July 8, 2025.

## \*Website **TRAFFIC**

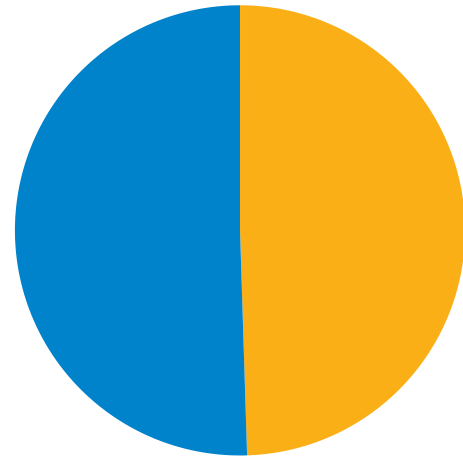
**25K+** Organic Users

**148K** Page Views

**40K+** Total Users

**1m 13s** User Average Time on Site

Women  
50.5%



Men  
49.5%

Primary age demographic: **18-24**

\*Data from January 1, 2025 - June 30, 2025.

## \***AUDIENCE**

### **K-12 Schools**

Explore The Trades' resources are located in **2,251** public school districts across the nation.

This equates to **16.9%** of all U.S. public school districts!

**1,016** Industry Connections

This includes:

- Home service contractors
- Industry vendors
- Industry associations

**5,009** Newsletter Subscribers

**2,491** Educator Contacts

This includes:

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

\*Data from July 2021 - June 2025.

# \* POSTER KITS

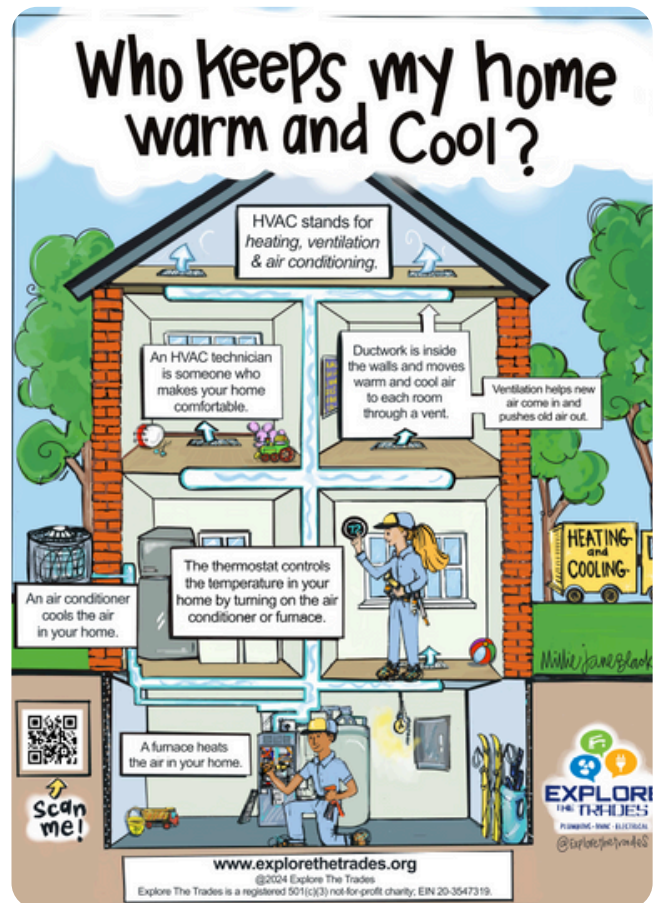
## THE PLUMBER CAREER PATH

Discover and build your career in the plumbing trade.



## TRAYECTORIA PARA LA CARRERA DE ELECTRICISTA

Descubre y crea tu carrera de electricista



**4,200+**

Total Number of Poster Kits Distributed

**2,600+**

Total Number of Poster Kit Locations

**830K+**

Total Student Impact

\*Data from July 2021 - June 2025.



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

**32** High Schools

**3** Middle Schools

**17** States

**3,500+** Total Student Impact\*

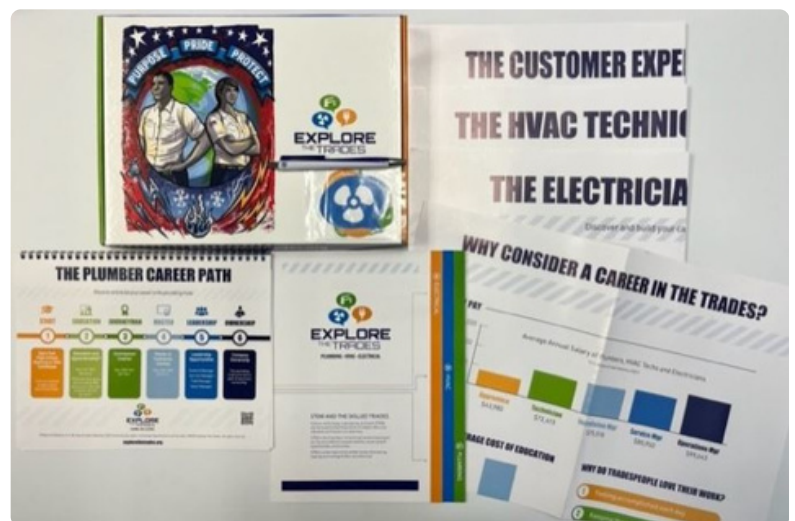
\*Data from March 2021 - June 2025.

## \*More Than an Elective **PARTNERSHIP PROGRAM**

**190** Educators

**176** Schools

**18K+** Total Student Impact



\*Data from July 2023 - June 2025.

Explore The Trades · 7760 France Avenue South, Suite 600 · Bloomington, MN 55435

Socials: @explorethetrades

[www.explorethetrades.org](http://www.explorethetrades.org)

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