

EXPLORE THE TRADES AUDIENCE AND REACH



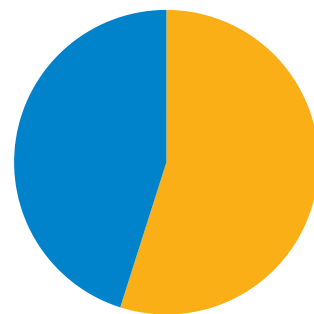
Photo courtesy of Mayfair School, a 2023-2024 Skills Lab recipient.

*Social Media CHANNELS



Followers: **3,803**

Women
45.1%

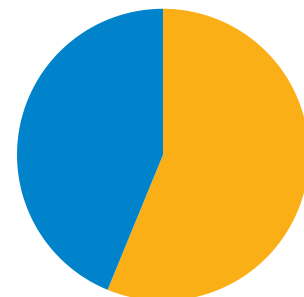


Men
54.9%



Followers: **1,051**

Women
43.8%



Men
56.2%



Followers: **3,992**

Top Five Industries

Building Equipment Contractors: 34.75%

Construction: 25.96%

Wholesale Hardware, Plumbing, Heating
Equipment: 16.39%

Higher Education: 13.02%

Consumer Services: 9.88%

*Data from January 1, 2025 - October 29, 2025.

*Website **TRAFFIC**

47K+ Organic Users

263K Page Views

73K+ Total Users

1m 8s User Average Time on Site

Women
49.9%



Men
50.1%

Primary age demographic: **18-24**

*Data from January 1, 2025 - October 29, 2025.

***AUDIENCE**

K-12 Schools

Explore The Trades' resources are located in **2,964** public school districts across the nation.

This equates to **22.3%** of all U.S. public school districts!

1,072 Industry Connections

This includes:

- Home service contractors
- Industry vendors
- Industry associations

5,547 Newsletter Subscribers

2,844 Educator Contacts

This includes:

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

*Data from July 2021 - October 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



5,500+

Total Number of Poster Kits Distributed

3,100+

Total Number of Poster Kit Locations

1,000,000+

Total Student Impact

*Data from July 2021 - October 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*

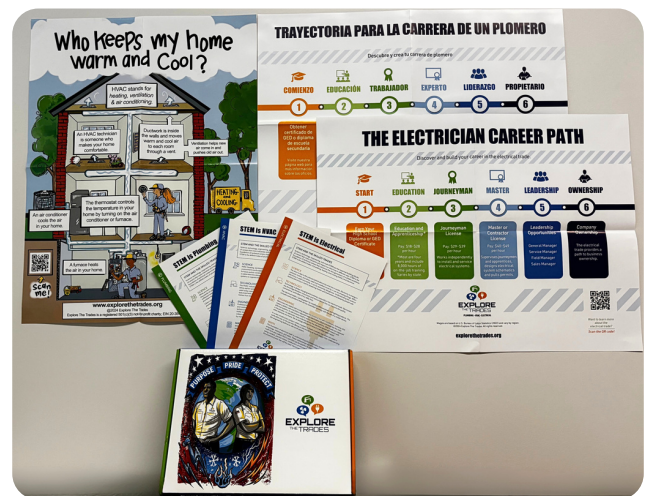
*Data from March 2021 - October 2025.

*More Than an Elective **PARTNERSHIP PROGRAM**

194 Educators

178 Schools

19K+ Total Student Impact



*Data from July 2023 - October 2025.

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www.explorethetrades.org

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