



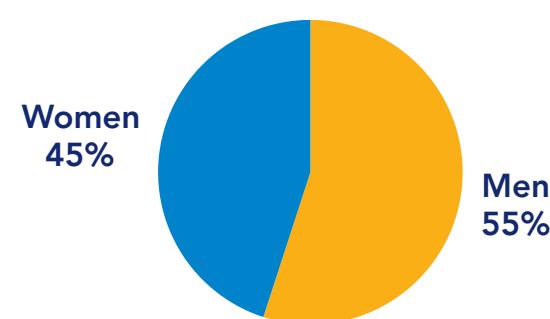
# EXPLORE THE TRADES AUDIENCE AND REACH

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

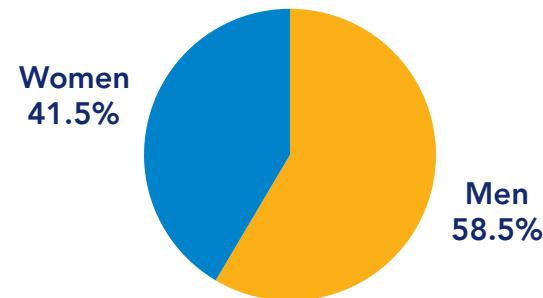
## \*Social Media CHANNELS



Followers: **3,804**



Followers: **1,141**



Followers: **4,191**

Top Five Industries

- Consumer Services: 53.2%
- Construction: 13.3%
- Higher Education: 12.6%
- Building Equipment Contractors: 12.4%
- Wholesale Hardware, Plumbing, Heating, Equipment: 8.4%

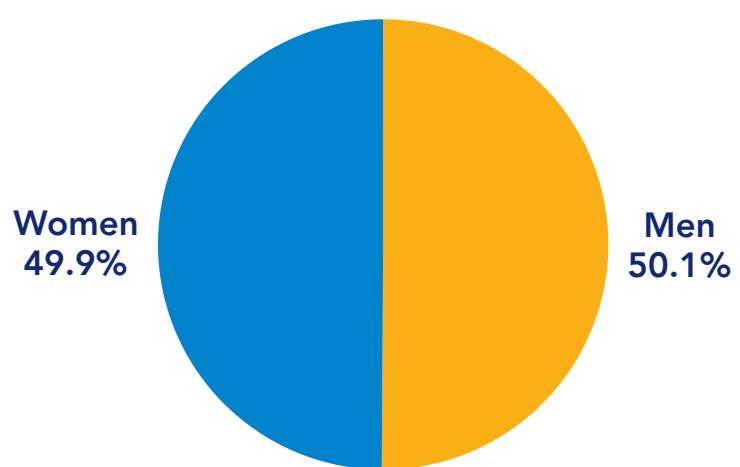
\*Website  
**TRAFFIC**

**56K+** Organic Users

**329K** Page Views

**95K+** Total Users

**1m 4s** User Average Time on Site



Primary age demographic: **18-24**

\*Data from January 1, 2025 - December 31, 2025.

\***AUDIENCE**

**1,093** Industry Connections

This includes:

- Home service contractors
- Industry vendors
- Industry associations

**5,790** Newsletter Subscribers

**K-12 Schools**

Explore The Trades' resources are located in **3,103** public school districts across the nation.

This equates to **23.3%** of all U.S. public school districts!

**3,030** Educator Contacts

This includes:

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

\*Data from July 2021 - December 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



**5,900+**

Total Number of Poster Kits Distributed

**3,400+**

Total Number of Poster Kit Locations

**1,100,000+**

Total Student Impact

\*Data from July 2021 - December 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\*

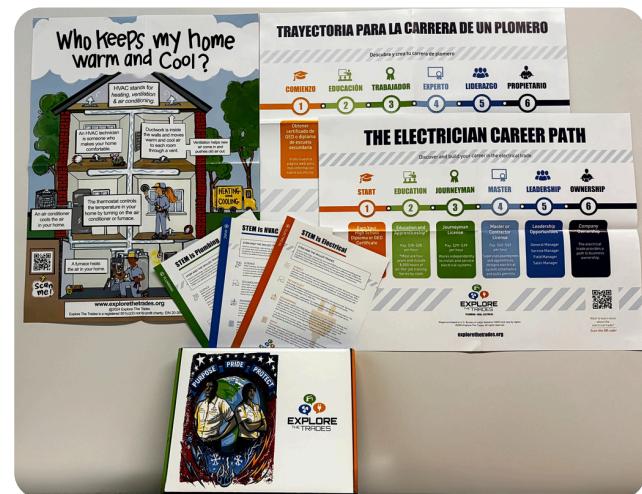
\*Data from March 2021 - December 2025.

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

**195** Educators

**179** Schools

**19K+** Total Student Impact



\*Data from July 2023 - December 2025.