

# EXPLORE THE TRADES AUDIENCE AND REACH



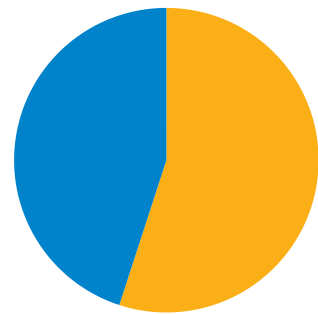
Photo courtesy of Mayfair School, a 2023-2024 Skills Lab recipient.

## \*Social Media CHANNELS



Followers: **3,804**

Women  
45%

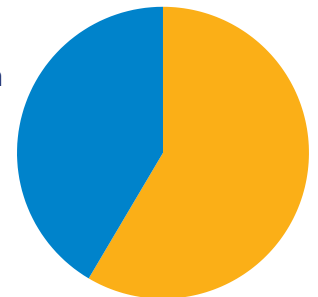


Men  
55%



Followers: **1,141**

Women  
41.5%



Men  
58.5%



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%

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

## \*Website **TRAFFIC**

**56K+** Organic Users

**329K** Page Views

**95K+** Total Users

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

Women  
49.9%



Men  
50.1%

Primary age demographic: **18-24**

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

## \***AUDIENCE**

### **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!

**1,093** Industry Connections

This includes:

- Home service contractors
- Industry vendors
- Industry associations

**5,790** Newsletter Subscribers

**3,030** Educator Contacts

This includes:

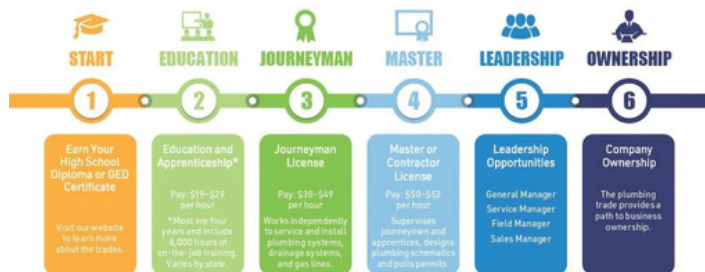
- K-12 school counselors
- K-12 teachers
- Technical schools
- Post-secondary institutions

\*Data from July 2021 - December 2025.

# \* POSTER KITS

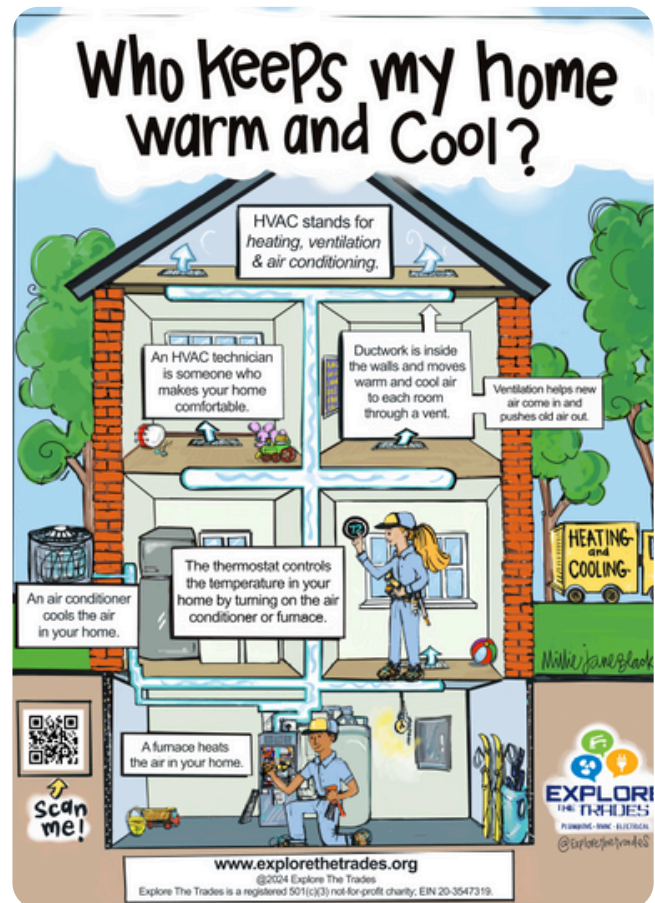
## THE PLUMBER CAREER PATH

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\*

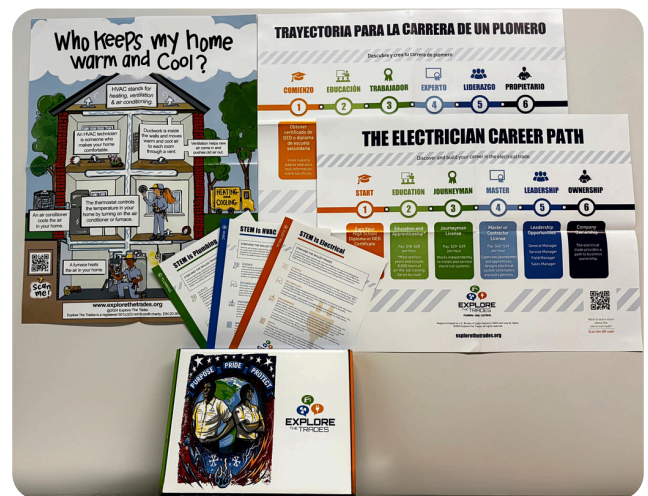
\*Data from March 2021 - December 2025.

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

**195** Educators

**179** Schools

**19K+** Total Student Impact



\*Data from July 2023 - December 2025.

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

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