

# EXPLORE THE TRADES AUDIENCE AND REACH



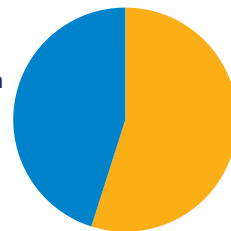
Photo courtesy of Mayfair School, a 2023-2024 Skills Lab recipient.

## \*Social Media CHANNELS



Followers: **3,823**  
+3% YOY

Women  
45.1%

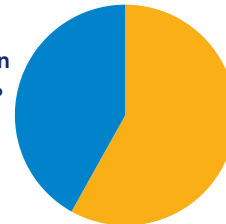


Men  
54.9%



Followers: **1,205**  
+27% YOY

Women  
41.9%



Men  
58.1%



Subscribers: **110**

### Top Metrics

Views: 1.8K +218% YOY  
Watch Time: 47.6 Hours +157% YOY  
New Subscribers: 5 +67%



Followers: **39**

### Top Metrics

Impressions: 13.87K +170% YOY  
Engagements: 580 +161% YOY  
Pin Saves: 39 +225% YOY



Followers: **4,532**  
+33% YOY

### Top Five Industries

Wholesale & Manufacturing: 26.5%  
Professional & Business Services: 24.5%  
Construction & Skilled Trades: 24.2%  
Education & Training: 13.4%  
Community & Institutional Services: 11.4%



Status: Joined Q1 2026

\*Data from January 1, 2026 - March 31, 2026.

# \* CONNECTIONS

## Q1 Career Connections

Explore The Trades is connecting education and industry, creating clearer career pathways for students and meaningful engagement opportunities for employers.

Partnerships with contractors expanded through guest speaking and career-day events, resulting in new connections across multiple states this quarter.

**14** New connections launched in seven states during Q1 to support schools and strengthen the future trades workforce.

Join the movement! Complete the survey to get started.

**BRIDGING THE GAP SURVEY**

\*Data from January 1, 2026 - March 31, 2026.

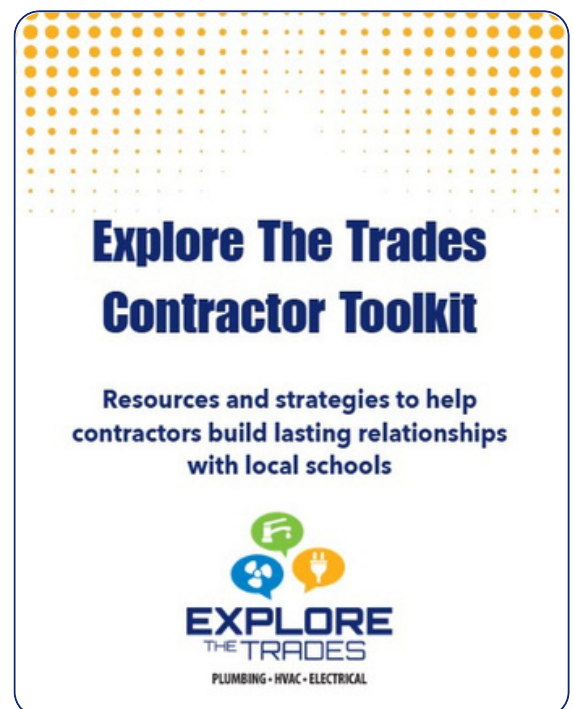
## NEW RESOURCE

### Contractor Toolkit

Strong partnerships between contractors and local education programs are essential to the future of the plumbing, HVAC, and electrical trades. Our contractor toolkit offers practical strategies for connecting with schools and engaging CTE programs.

Download your copy below!

**CONTRACTOR TOOLKIT**



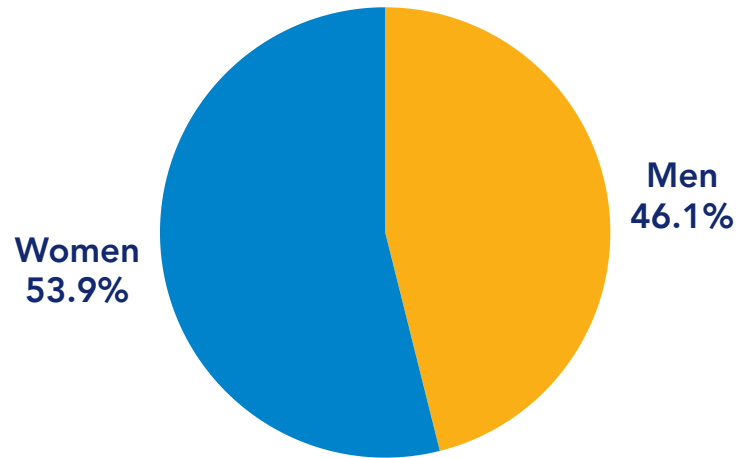
# \*Website TRAFFIC

**17K+** Organic Users  
+66.8% YOY

**111K+** Page Views  
+69% YOY

**36K+** Total Users  
+98.1% YOY

**55s** User Average Time on Site



Primary age demographic: **18-24**

\*Data from January 1, 2026 - March 31, 2026.

# \*AUDIENCE

**6,108** Newsletter Subscribers

**2,068** Industry Connections

This includes:

- Home service contractors
- Industry vendors
- Industry associations

## K-12 Schools

Explore The Trades' resources are located in **3,202** public school districts across the nation.

This equates to **24%** of all U.S. public school districts!

**3,181** Educator Contacts

This includes:

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

\*Data from July 2021 - March 2026.

# \* POSTER KITS

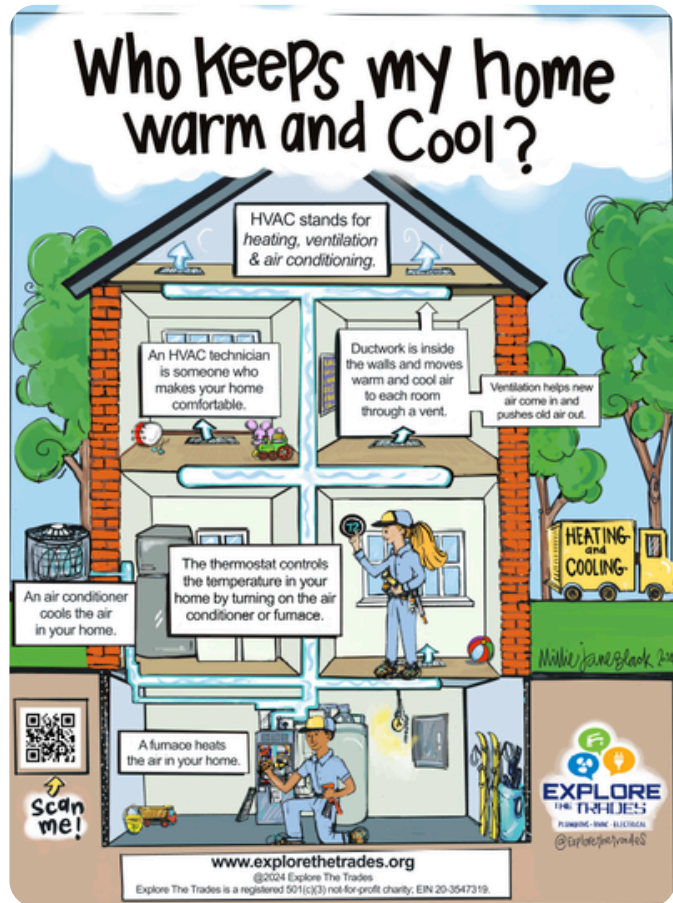
## THE HVAC TECHNICIAN CAREER PATH

Discover and build your career in the heating and cooling trade.



## TRAYECTORIA PARA LA CARRERA DE UN PLOMERO

Descubre y crea tu carrera de plomero.



**6,200+**

Total Number of Poster Kits Distributed

**3,500+**

Total Number of Poster Kit Locations

**1,200,000+**

Total Student Impact

\*Data from July 2021 - March 2026.



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

Visit [our website](#) on May 6, National Skilled Trades Day, to see this year's Skills Lab recipients!

**32** High Schools

**3** Middle Schools

**17** States

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

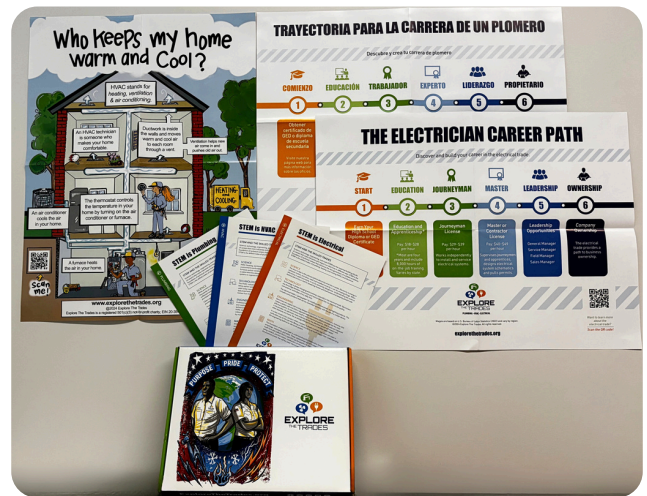
\*Data from March 2021 - March 2026.

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

**200** Educators

**183** Schools

**20K+** Total Student Impact



\*Data from July 2023 - March 2026.