

EXPLORE THE TRADES AUDIENCE AND REACH



EXPLORE
THE TRADES
PLUMBING • HVAC • ELECTRICAL

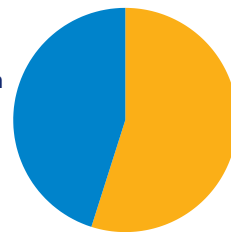
Photo courtesy of Cape May County Technical School, a 2024-2025 Skills Lab recipient.

*Social Media CHANNELS



Followers: **3,851**
+2% YOY

Women
45.1%

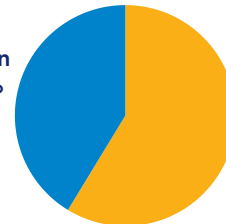


Men
54.9%



Followers: **1,240**
+27% YOY

Women
41.3%



Men
58.7%



Subscribers: **114**

Top Metrics

Views: 3K +117% YOY

Watch Time: 64.6 Hours +48% YOY

New Subscribers: 9



Followers: **39**

**Results reflect a shift to consistent Pinterest publishing compared to 2025.*

*Top Metrics

Impressions: 43.87K +227% YOY

Engagements: 1.78K +190% YOY

Pin Saves: 149 +1,046% YOY



Followers: **4,769**
+30% YOY

Top Five Industries

Construction & Skilled Trades: 27%

Professional & Business Services: 24%

Wholesale & Manufacturing: 20%

Community & Institutional Services: 15%

Education & Training: 14%



Followers: **5**

Top Metrics

Impressions: 302

Engagement Rate: 3.97%

* CONNECTIONS

Q2 Career Connections

Explore The Trades is continuing to advance its mission by strengthening connections between schools and industry, creating clearer career pathways for students while offering employers meaningful ways to engage.

Schools remain highly interested in partnering with contractors who can share real-world experience through guest speaking and career-day presentations, helping students better understand the many career opportunities available in the trades after graduation. These efforts have resulted in new school-to-industry connections forming across multiple states this quarter.

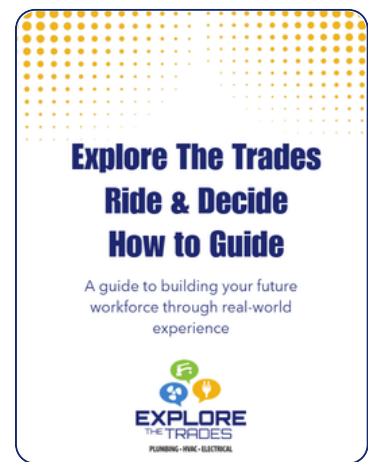
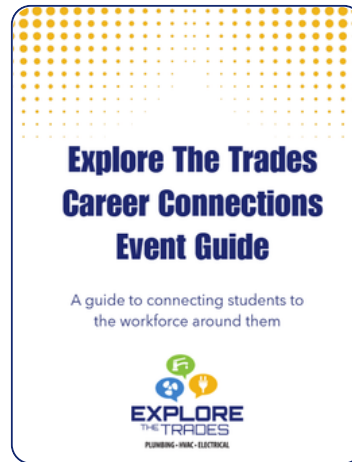
11 New connections launched during Q2 to support schools and strengthen the future trades workforce.

Join the movement! Complete the survey to get started.

BRIDGING THE GAP SURVEY

*Data from April 1, 2026 - June 30, 2026.

NEW RESOURCES



Explore The Trades has introduced three new resources to help inspire future skilled trades professionals: the **Contractor Toolkit**, **Career Connections Event Guide** and the **Ride & Decide How To Guide**.

Explore these tools and start building your workforce pipeline today.

BUILD YOUR PIPELINE

*Website TRAFFIC

40K+

Organic Users

+41.4% YOY

199K+

Page Views

+21.4% YOY

76K+

Total Users

+69.3% YOY

54s

User Average Time on Site

Women
53.4%



Men
46.6%

Primary age demographic: **18-24**

*Data from January 1, 2026 - June 30, 2026.

*AUDIENCE

K-12 Schools

Explore The Trades' resources are located in **3,283** public school districts across the nation.

This equates to **24.6%** of all U.S. public school districts!

6,378

Newsletter Subscribers

2,142

Industry Connections

This includes:

- Home service contractors
- Industry vendors
- Industry associations

3,380

Educator Contacts

This includes:

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

*Data from July 2021 - June 2026.

* POSTER KITS

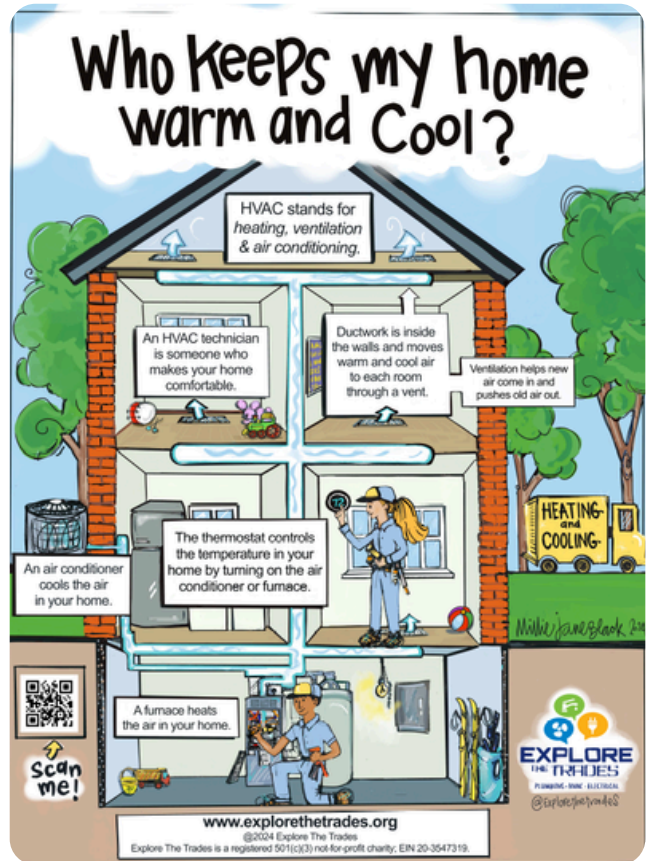
THE HVAC TECHNICIAN CAREER PATH

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.



6,300+

Total Number of Poster Kits Distributed

3,600+

Total Number of Poster Kit Locations

1,260,000+

Total Student Impact

Whether you're an educator exploring the skilled trades with high school students or sparking interest at an earlier grade level, our posters highlight meaningful career paths in essential trade jobs.

Explore these tools and request a poster kit today.

REQUEST A POSTER KIT



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

49

High Schools

4

Elementary/Middle Schools

21

States

5,500+

Total Student Impact*

*Data from March 2021 - June 2026.

Learn more about the "Explore The Trades Skills Lab, Built by Ferguson" equipment program with the link below.

SKILLS LAB PROGRAM

*More Than an Elective

PARTNERSHIP PROGRAM

199

Educators

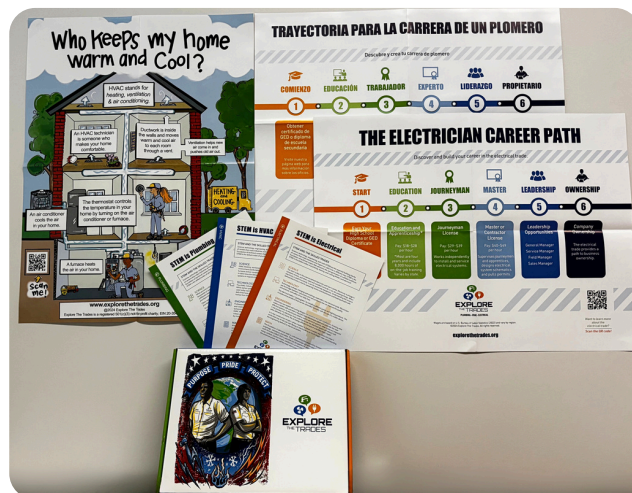
187

Schools

20K+

Total Student Impact

*Data from July 2023 - June 2026.



Learn more about the 'More Than an Elective' program with the link below.

MTAE PROGRAM

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Socials: @explorethetrades

www.explorethetrades.org

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