

EXPLORE THE TRADES AUDIENCE AND REACH



EXPLORE
THE TRADES
PLUMBING • HVAC • ELECTRICAL

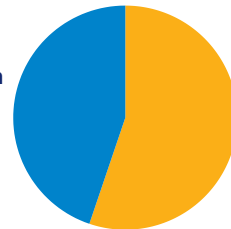
Photo courtesy of Cape May County Technical School, a 2024-2025 Skills Lab recipient.

*Social Media CHANNELS



Followers: **3,866**
+2% YOY

Women
44.8%

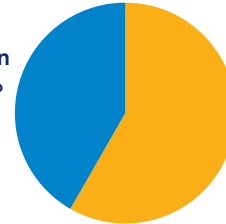


Men
55.2%



Followers: **1,290**
+27% YOY

Women
41.7%



Men
58.3%



Subscribers: **119**

Top Metrics

Views: 5K +115% YOY

Watch Time: 91.9 Hours +45% YOY

New Subscribers: 14



Followers: **42**

*Top Metrics

Impressions: 63.33K +235% YOY

Engagements: 2.75K +228% YOY

Pin Saves: 234 +680% YOY

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



Followers: **5,095**
+33% YOY

Top Five Industries

Construction & Skilled Trades: 27%

Professional & Business Services: 22%

Wholesale & Manufacturing: 20%

Community & Institutional Services: 18%

Education & Training: 13%



Followers: **6**

Top Metrics

Impressions: 492

Engagement Rate: 5.49%

Q3 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.

28 New connections launched during Q3 to support schools and strengthen the future trades workforce.

Join the movement! Complete the survey to get started.

BRIDGING THE GAP SURVEY

*Data from July 1, 2026 - September 30, 2026.

NEW RESOURCES



Explore The Trades has added Spanish versions of our Kids' Poster Series, expanding the program's reach to more students and families.

Download these new resources on our website today!

SPANISH KIDS POSTERS

*Website TRAFFIC

58K+

Organic Users
+32.8% YOY

248K+

Page Views
+4.4% YOY

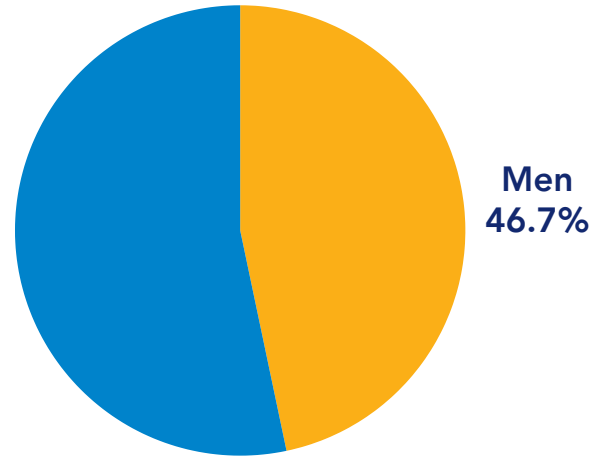
104K+

Total Users
+52.6% YOY

54s

User Average Time on Site

Women
53.3%



Primary age demographic: **18-24**

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

*AUDIENCE

K-12 Schools

Explore The Trades' resources are located in **3,387** public school districts across the nation.

This equates to **25.4%** of all U.S. public school districts!

6,529

Newsletter Subscribers

2,502

Industry Connections

This includes:

- Home service contractors
- Industry vendors
- Industry associations

4,027

Educator Contacts

This includes:

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

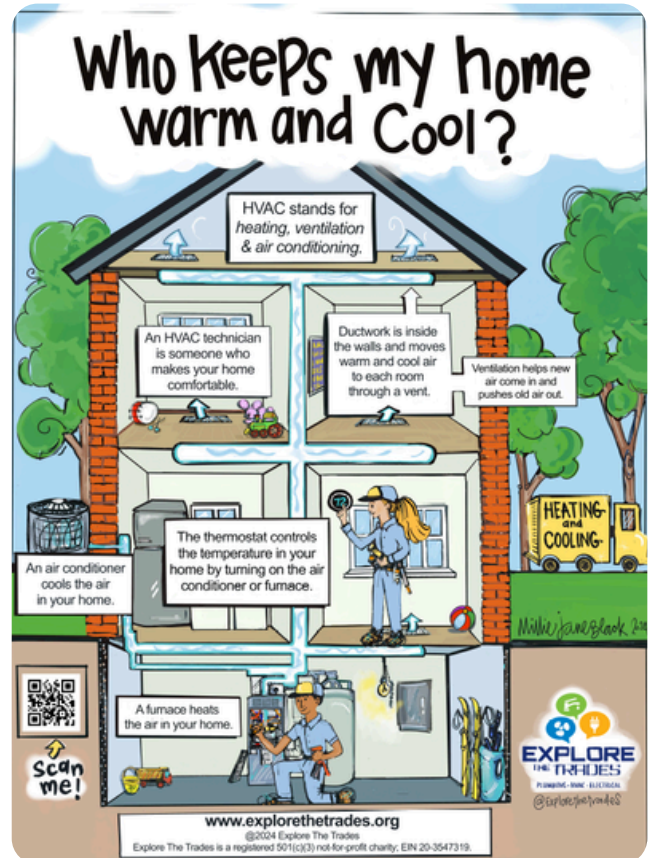
*Data from July 2021 - September 2026.

* POSTER KITS

THE HVAC TECHNICIAN CAREER PATH



TRAYECTORIA PARA LA CARRERA DE UN PLOMERO



7,000+

Total Number of Poster Kits Distributed

3,900+

Total Number of Poster Kit Locations

1,290,000+

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.

Applications are now open for the 2026–2027 “Explore The Trades Skills Lab, Built by Ferguson” equipment grant program!

This year, we’re excited to welcome [Comfort Systems USA Foundation](#) as our partner for electrical Skills Labs, helping more schools give students hands-on experience in one of the country’s most in-demand trades.

Visit our website to learn more and apply today!

SKILLS LAB PROGRAM

Thank you to our program partners!



Founding Partner of the Skills Lab program since 2021.



Partner of the Skills Lab program since 2026.

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www.explorethetrades.org

501(c)(3) nonprofit organization; EIN: 20-3547319.