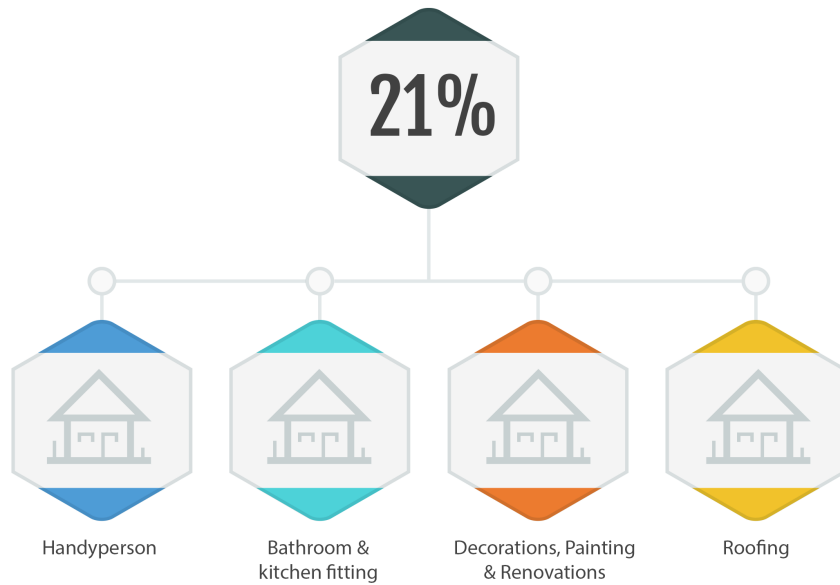


INTERNATIONAL WOMEN'S DAY 2021

WOMEN IN TRADE

During the past 12 months 21% of women in the UK have considered a career in the trade.



For the women polled in our research, careers in the following areas were most popular

RECORD HIGH CLIENT DEMAND

Customers are demanding female trades more than ever before, 15% of those surveyed seen their client demand reach to a record high.

Mary
All Star Electric

MAKES PEOPLE FEEL AT EASE
Running a trade business as a woman is much easier than people think it is. I have customers that request a female engineer as it puts their mind at ease.

BRIDGING THE SKILLS GAP
We are seeing more young women starting careers in the trade than ever before, last year 30% of all college applicants were female.

Stephen
Training Provider

GROWTH IN HOME IMPROVEMENTS

£4.94bn was spent on home improvements last year, £552m more than the previous 12 months. It could be an opportune moment for women to pursue careers in the trades.

