



FREQUENTLY ASKED QUESTIONS

Oregon Vineyard & Winery Census

Q. Who is conducting this research?

A. The research is being conducted by the University of Oregon's Institute for Policy Research and Engagement (IPRE), led by Jay Matonte, Economics and Data Analytics Lead.

Q. What kinds of businesses complete this survey?

A. All wine grape growers and wine producers in Oregon should complete this survey to enable the most robust statewide, regional, and varietal reporting.

Q. What if I didn't harvest or make wine this year?

A. Your input is still requested and vital! You won't see nearly as many fields in the questionnaire, but your information is a critical part of assessing the vintage.

Q. What if I use a contracted custom crush provider to make my wine?

A. You should still complete the questionnaire. Much of the information requested pertains to your wine brand, regardless of where the wine is made.

Q. How will my data be used?

A. All submitted data will be aggregated and used to model the best possible assessment of statewide and regional plantings, production, grape pricing and wine sales.

Q. Who will have access to my data?

A. Only the University of Oregon research team will see raw data, which they use only to build an aggregate picture of the industry. No individual data are ever shared with the OWB or any other parties.

Q. How long will the survey take to complete?

A. Depending on the complexity of your business, the survey may take up to 30 minutes.

Q. When will the report be available?

A. Assuming an adequate number of responses are received by the Feb. 15 deadline, the preliminary pricing report will be published in April and the full report will be available by the end of June.

Q. Where can I find reports from previous years?

A. Oregon Vineyard and Winery Reports dating back to 1981 can be found on the OWB's [industry website](#).

Q. Where can I learn more about the overall methodology used to produce this report?

A. The researchers have prepared an [overview of the methodology](#), which changes very little year over year.

Q. I have other questions. Who can I talk to?

A. Jay Matonte at the IPRE can answer any questions you have about data handling (processing, analyzing, handling) or any other topics pertaining to this report if you [send him an email](#). You may also contact OWB's project lead, [Jess Willey](#), Director of Research and Education.