

**Welcome to the 2025 Oregon Wine Industry Labor Survey which reports on wages and salaries for the year 2024, as carried out by Jeff D. Peterson, Ph.D., of Vinum Docet, LLC. All data gathered is anonymously, (no IP or E-Mail addresses are collected when you respond, and only Jeff D. Peterson has access to the data) and will be kept confidential, and will be used in aggregated and summary form only to provide general labor cost information about the Oregon wine industry. Summary data may also be presented at the Oregon Wine Symposium. With all of your information ready, it should take 15-20 minutes to complete the full survey.**

**Please note that the goal of this survey is to mirror the Wine Business Monthly Salary Survey. Even if you cannot answer a question, perhaps because you do not employ someone full-time, or you do not pay a salary, this information will be useful to you for the purposes of comparison and setting baselines. Thus, it is critical that we have a high participation rate! You will be asked in a subsequent question to consent to this survey, after which you will complete the survey, if you agree.**

**About this survey and the data we are gathering:**

- 1. There are separate sections for tasting rooms, wineries and vineyards, which will allow you to skip sections that are not appropriate to you.**
- 2. In some selected cases you will be asked about the gender of the person holding that position, in order to gather some information for the Oregon wine industry on gender equity.**
- 3. You will be asked two types of questions about salary and hourly wages for workers for the year 2024. They take the following format:**

**A) Base Salary, not including any other bonuses or forms of compensation**

**or**

**B) Hourly Wage, for full-time and part-time workers in certain sectors**

**You will be asked to report on salary or hourly wages for employees, consultants and/or contracted services for the 2024 year, for the following positions:**

- 1. Tasting Room Manager**
- 2. Full-time Tasting Room Sales**
- 3. Part-time Tasting Room Sales**
- 4. Wine Club Manager**
- 5. Special Events Manager**
- 6. Direct to Consumer Sales**
- 7. Director/National Director of Sales**
- 8. Northwest Regional Sales Director**
- 9. Marketing Director**

- 10. Controller/Director of Finance**
- 11. Human Resources Director**
- 12. President or General Manager**
- 13. Viticulturist/Vineyard Manager**
- 14. Site Foreman**
- 15. Labor Crew Supervisor**
- 16. Skilled Tractor Operator**
- 17. Unskilled Tractor Operator**
- 18. Executive Winemaker**
- 19. Assistant Winemaker**
- 20. Cellar Master**
- 21. Paid Intern**

1. You are being asked to respond to a salary and wage survey by Jeff D. Peterson, Ph.D., of Vinum Docet, LLC. If for any reason you do not wish to continue the the survey, you may decline to respond to any questions, or choose to not finish the interview. Participation in this study is voluntary. You may refuse to participate, skip any question, or withdraw at any time without penalty.

No information will be obtained that can connect you to your survey responses. Anonymity will be maintained by the means of not recording IP addresses of respondents, nor are any e-mail addresses gathered. All data will be reported as means and averages.

If you have questions about this research study please contact Jeff D. Peterson at [jeff@vinumdocet.com](mailto:jeff@vinumdocet.com).

INFORMED CONSENT STATEMENT. I hereby give voluntary consent to participate in this study. Signing this consent document does not waive my rights nor does it release the investigators, institution or sponsors from their responsibilities.

By clicking "Yes" below, I consent to this survey.

Yes

No

2025 Oregon Wine Industry Labor Survey

Tasting Room

2. Does your winery or vineyard operate at least one tasting room?

Yes

No

2025 Oregon Wine Industry Labor Survey

TRM

3. Do you employ a full-time Tasting Room Manager?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Tasting Room 1

\* 4. What is the base salary, in thousands, you paid your Tasting Room Manager in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

5. What is the gender of your Full-time Tasting Room Manager?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

FTR

6. Do you employ Full-time Tasting Room Sales Employees?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Tasting Room 2

\* 7. What is the starting base salary, in thousands, you pay your Full-time Tasting Room Employees in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points).

## 2025 Oregon Wine Industry Labor Survey

PTR

8. Do you employ Part-time Tasting Room Sales Employees?

- Yes  
 No

## 2025 Oregon Wine Industry Labor Survey

Tasting Room 3

\* 9. What is the hourly wage paid to Part-time Tasting Room Sales Employees in 2024?

## 2025 Oregon Wine Industry Labor Survey

10. Does winery/vineyard sell wine via direct or distributed channels?

- Yes  
 No

## 2025 Oregon Wine Industry Labor Survey

WCM

11. Do you employ a full-time Wine Club Manager?

- Yes  
 No

## 2025 Oregon Wine Industry Labor Survey

### Sales and Events 1

\* 12. What is the base salary you paid your Wine Club Manager in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

13. What is the gender of your Wine Club Manager?

- Woman  Agender  
 Man  Don't Know  
 Non-binary  
 Other (please specify)

## 2025 Oregon Wine Industry Labor Survey

### FSEM

14. Do you employ a full-time Full Time Special Events Manager?

- Yes  
 No

## 2025 Oregon Wine Industry Labor Survey

### Sales and Events 2

\* 15. What is the base salary you paid your Special Events Manager in 2024, in thousands? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

16. What is the gender of your Special Events Manager?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

DTCM

17. Do you employ a full-time a Direct to Consumer Sales Manager?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

\* 18. What is the base salary you paid your Direct to Consumer Sales Manager in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

19. What is the gender of your Direct to Consumer Sales Manager?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

DS

20. Do you employ a Director/National Director of Sales?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

NDSS

\* 21. What is the base salary you paid your Director/National Director of Sales in 2024, in thousands? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

22. What is the gender of your Director/National Director of Sales?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

RSD

23. Do you employ a full-time Northwest Regional Sales Director?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Sales 3

\* 24. What is the base salary you paid your Northwest Regional Sales Director in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

25. What is the gender of your Northwest Regional Director of Sales?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

DM

26. Do you employ a full-time Director of Marketing?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Executive and Marketing 1

\* 27. What is the base salary you paid your Director of Marketing in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

28. What is the gender of your Director of Marketing?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

CFC

29. Do you employ a full-time Controller/Director of Finance?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Executive and Marketing 2

\* 30. What is the base salary you paid your Controller/Director of Finance in 2024?(e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

31. What is the gender of your Controller/Director of Finance?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

DHR

32. Do you employ a full-time Director of Human Resources?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Executive and Marketing 3

\* 33. What is the base salary you paid your Director of Human Resources in 2024, in thousands? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

34. What is the gender of your Director of Human Resources?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

GM

35. Do you have a General Manager or President?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

GMPS

\* 36. What is the base salary you paid your General Manager or President in 2024, in thousands? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

37. What is the gender of your General Manager or President?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

Vineyards and Viticulture 1

38. Do you own and operate a vineyard in Oregon?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Vineyards and Viticulture 2

39. In what AVA (Nested AVA preferred) are your primary vineyards located? (Please choose only one)

- Willamette Valley
- Yamhill-Carlton
- Chehalem Mountains
- Tualitin Hills
- Laurelwood District
- Ribbon Ridge
- Dundee Hills
- McMinnville
- Eola-Amity Hills
- Van Duzer Corridor
- Mount Pisgah, Polk County
- Lower Long Tom
- Southern Oregon
- Umpqua Valley
- Red Hill Douglas County
- Elkton Oregon
- Rogue Valley
- Applegate Valley
- Columbia Gorge
- Columbia Valley
- Walla Walla Valley
- The Rocks District of Milton-Freewater
- Snake River Valley

40. In what county are your primary vineyards located? (Please choose only one)

- Baker County
- Benton County
- Clackamas County
- Clatsop County
- Columbia County
- Coos County
- Crook County
- Curry County
- Deschutes County
- Douglas County
- Gilliam County
- Grant County
- Harney County
- Hood River County
- Jackson County
- Jefferson County
- Josephine County
- Klamath County
- Lake County
- Lane County
- Lincoln County
- Linn County
- Malheur County
- Marion County
- Morrow County
- Multnomah County
- Polk County
- Sherman County
- Tillamook County
- Umatilla County
- Union County
- Wallowa County
- Wasco County
- Washington County
- Wheeler County
- Yamhill County

41. What is the total acreage you have under vine?

2025 Oregon Wine Industry Labor Survey

VM

42. Do you employ a Viticulturist/Vineyard Manager?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

VVMS

\* 43. What is the base salary you paid your Viticulturist/Vineyard Manager in 2024, in thousands? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

44. What is the gender of your Viticulturist/Vineyard Manager?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

## 2025 Oregon Wine Industry Labor Survey

SF

45. Do you employ or contract a full-time Site Foreman for your vineyard(s)?

- Yes
- No

## 2025 Oregon Wine Industry Labor Survey

Vineyards and Viticulture 5

\* 46. What is the base salary paid your Site Foreman in 2024, in thousands? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

47. What is the gender of your Site Foreman?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

## 2025 Oregon Wine Industry Labor Survey

LCS

48. Do you employ or contract a Labor Crew Supervisor?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Vineyards and Viticulture 6

\* 49. What is the base salary you paid the Labor Crew Supervisor in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

50. What is the gender of your Labor Crew Supervisor?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

STO

51. Do you employ or contract a Skilled Tractor Operator?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Vineyards and Viticulture 7

\* 52. What was the hourly wage paid to the Skilled Tractor Operator in 2024?

53. What is the gender of your Skilled Tractor Operator?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

## 2025 Oregon Wine Industry Labor Survey

UTO

54. Do you employ or contract an Unskilled Tractor Operator(s)?

- Yes
- No

## 2025 Oregon Wine Industry Labor Survey

Vineyards and Viticulture 8

\* 55. What is the hourly wage paid to Unskilled Tractor Operators in 2024?

## 2025 Oregon Wine Industry Labor Survey

Winery Labor 1

56. Do you operate a winery in Oregon?

- Yes
- No

## 2025 Oregon Wine Industry Labor Survey

## Winery Labor 2

57. In what AVA (Nested AVA preferred) are your primary winery located? (Please choose only one)

- |   |  |
|---|--|
| <input type="radio"/> Willamette Valley         | <input type="radio"/> Southern Oregon                        |
| <input type="radio"/> Yamhill-Carlton           | <input type="radio"/> Umpqua Valley                          |
| <input type="radio"/> Chehalem Mountains        | <input type="radio"/> Red Hill Douglas County                |
| <input type="radio"/> Tualatin Hills            | <input type="radio"/> Elkton Oregon                          |
| <input type="radio"/> Laurelwood District       | <input type="radio"/> Rogue Valley                           |
| <input type="radio"/> Ribbon Ridge              | <input type="radio"/> Applegate Valley                       |
| <input type="radio"/> Dundee Hills              | <input type="radio"/> Columbia Gorge                         |
| <input type="radio"/> McMinnville               | <input type="radio"/> Columbia Valley                        |
| <input type="radio"/> Eola-Amity Hills          | <input type="radio"/> Walla Walla Valley                     |
| <input type="radio"/> Van Duzer Corridor        | <input type="radio"/> The Rocks District of Milton-Freewater |
| <input type="radio"/> Mount Pisgah, Polk County | <input type="radio"/> Snake River Valley                     |
| <input type="radio"/> Lower Long Tom            |  |

58. In what county is your primary wine-making facility located? (Please choose only one)

- |   |   |
|---|---|
| <input type="radio"/> Baker County      | <input type="radio"/> Lake County       |
| <input type="radio"/> Benton County     | <input type="radio"/> Lane County       |
| <input type="radio"/> Clackamas County  | <input type="radio"/> Lincoln County    |
| <input type="radio"/> Clatsop County    | <input type="radio"/> Linn County       |
| <input type="radio"/> Columbia County   | <input type="radio"/> Malheur County    |
| <input type="radio"/> Coos County       | <input type="radio"/> Marion County     |
| <input type="radio"/> Crook County      | <input type="radio"/> Morrow County     |
| <input type="radio"/> Curry County      | <input type="radio"/> Multnomah County  |
| <input type="radio"/> Deschutes County  | <input type="radio"/> Polk County       |
| <input type="radio"/> Douglas County    | <input type="radio"/> Sherman County    |
| <input type="radio"/> Gilliam County    | <input type="radio"/> Tillamook County  |
| <input type="radio"/> Grant County      | <input type="radio"/> Umatilla County   |
| <input type="radio"/> Harney County     | <input type="radio"/> Union County      |
| <input type="radio"/> Hood River County | <input type="radio"/> Wallowa County    |
| <input type="radio"/> Jackson County    | <input type="radio"/> Wasco County      |
| <input type="radio"/> Jefferson County  | <input type="radio"/> Washington County |
| <input type="radio"/> Josephine County  | <input type="radio"/> Wheeler County    |
| <input type="radio"/> Klamath County    | <input type="radio"/> Yamhill County    |

59. What is the total number of cases of wine made by your company, including all labels?

- Fewer than 1,000 cases
- 1,001 - 2500 cases
- 2501 - 5,000 cases
- 5,001 - 7,500 cases
- 7,501 - 10,000 cases
- 10,001 - 20,000 cases
- 20,001 - 30,000 cases
- 30,001 - 40,000 cases
- 40,001 - 50,000 cases
- 50,001 or more cases

2025 Oregon Wine Industry Labor Survey

EW

60. Do you employ an Executive Winemaker?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

EWS

\* 61. What is the base salary you paid for an Executive Winemaker in 2024, in thousands. (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

62. What is the gender of your Executive Winemaker?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

AW

63. Do you employ an Assistant Winemaker?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Winery Labor 4

\* 64. What is the base salary you paid your Assistant Winemaker in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use commas or decimal points)

65. What is the gender of your Assistant Winemaker?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

CM

66. Do you employ a full-time Cellar Master?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Winery Labor 5

\* 67. What is the base salary you paid your Cellar Master in 2024? (e.g. ten thousand dollars written as 10000, twenty thousand written as 20000. Please do not use decimals points or commas).

68. What is the gender of your Cellar Master?

- Woman
- Man
- Non-binary
- Other (please specify)
- Agender
- Don't Know

2025 Oregon Wine Industry Labor Survey

CH

69. Did you employ Cellar Hands or Paid Interns in 2024?

- Yes
- No

2025 Oregon Wine Industry Labor Survey

Winery Labor 6

\* 70. What is the hourly wage you paid Cellar Hands or Interns in 2024?

2025 Oregon Wine Industry Labor Survey

Thank you for your participation!

**This concludes the 2025 Oregon Wine Industry Labor Survey. Summary results of this survey will be presented at the Oregon Wine Symposium on February 3-4, 2025. Thank you for your participation. Any questions you may be directed to:  
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