

# Wine Industry Metrics - Winery Job Index - February 2017

Wines Vines Analytics

## Hiring Activity Unchanged in February

Hiring activity was down 1% in February 2017, according to winejobs.com, dropping three index points from February 2016. Significant demand for winemaking, viticulture and finance staff offset lower demand for sales and marketing, direct-to-consumer and administration staff.

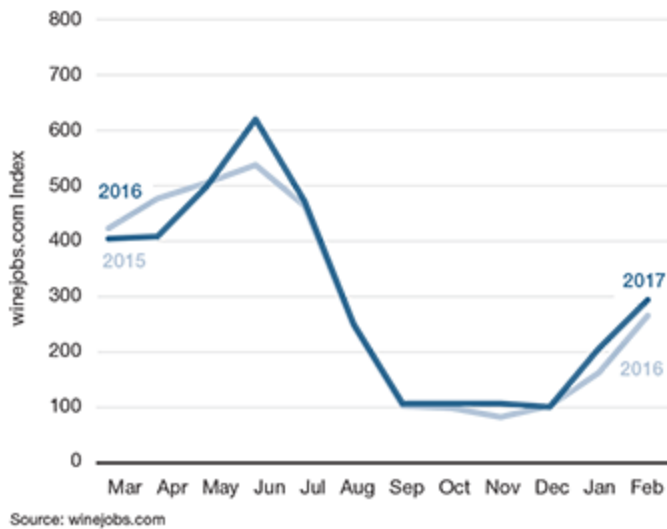
Winery Job Index »	Month	12 Months
February 2017	321	294
February 2016	322	273

## WINERY JOB INDEX



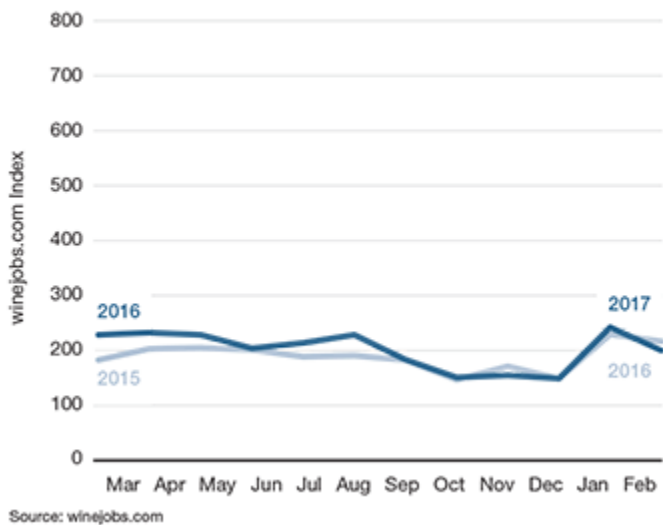
The Winery Job Index fell 1% in February 2017 versus February 2016, down three points to 313. Hiring activity remains strong, however, with the index substantially above the same month in previous years.

## WINEMAKING JOB SUBCATEGORY



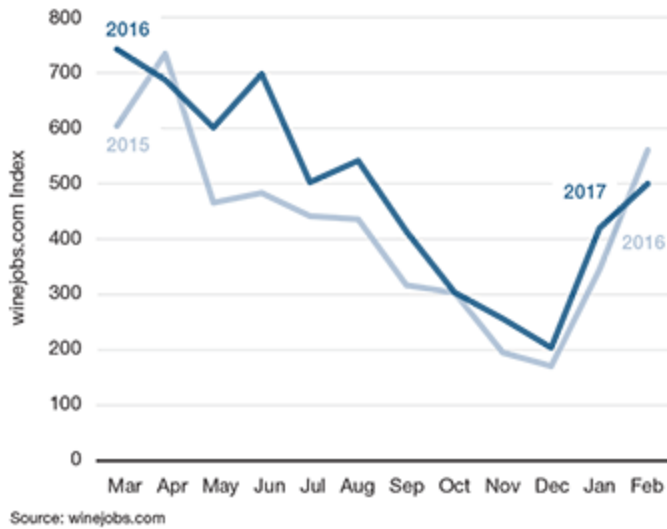
The winemaking job index hit 289 in February 2017, up 11% from February 2016. This was a new benchmark for the subcategory, and overcame the slight decline posted last year.

## SALES AND MARKETING JOB SUBCATEGORY



Weaker hiring of sales and marketing staff pushed the index down 8% in February 2017 versus a year earlier. It now sits at 194. This was the first month the index contracted since January 2016.

## DIRECT-TO-CONSUMER JOB SUBCATEGORY



Direct-to-consumer hiring fell 11% in February 2017 versus February 2016, landing at 506. While hiring activity is more than double what it was five years ago, this was the first monthly decline since January 2016 and the first February since 2009 that the index fell.

# WINES&VINES

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