

Local Metrics Pulse™

Morgan Hill Resident Food, Retail & Engagement Insights
Wave 1 | Fall–Winter Collection

Executive Summary

NextMove Metrics collected **159 total resident responses** across three surveys to understand how Morgan Hill residents spend locally, where spending leaks out of the city, and what would motivate residents to stay local more often. The strongest signal emerges around food & dining, where residents consistently cite limited variety, unmet everyday dining formats, and convenience-related factors as primary drivers of dining outside the city.

Participation Snapshot

Total resident responses: 159

- MS3 – Food & Dining: 118 responses (74.2%)
- MS2 – Retail & Spending: 23 responses (14.5%)
- MS1 – Resident Context: 18 responses (11.3%)

Geography: Morgan Hill residents

Method: Anonymous, aggregate surveys

Key Insight 1: Dining Is the Primary Leakage Point

When residents dine outside Morgan Hill, the reasons are structural rather than preference-based. The most frequently cited reasons include:

- **30.2%** cite better menu variety elsewhere
- **20.9%** cite restaurants located along commute routes
- **13.7%** cite perceived higher food quality outside the city
- **7.7%** cite late-night options elsewhere
- **7.7%** cite more consistent availability
- **6.6%** cite better price or value

Key Insight 2: Strong Demand for Everyday Dining Categories

Residents most often request repeatable, everyday dining formats rather than novelty concepts. Top categories residents want more of locally include:

- **19.4%** more sit-down restaurants
- **19.0%** more healthy / fresh dining options
- **16.3%** more international cuisine
- **11.4%** more affordable / quick options
- **11.1%** more family-friendly restaurants
- **10.0%** more fast-casual concepts

Key Insight 3: Willingness to Switch Back Locally Is High

Residents indicate a strong willingness to reallocate dining spend locally if key gaps are addressed. Top motivators for dining locally more often include:

- **29.6%** more restaurant variety
- **21.3%** more affordable options
- **14.6%** more healthy options
- **9.6%** more late-night availability
- **7.9%** better parking
- **6.7%** report already dining locally

Key Insight 4: Retail Leakage Mirrors Dining Behavior

Retail responses reinforce the same structural themes observed in dining. The most frequently cited reasons residents shop outside the city include:

- **26.7%** better selection
- **26.7%** items not available locally
- **20.0%** better prices
- **8.9%** easier parking
- **8.9%** habit or online shopping

If similar options were available locally, **81.8%** of respondents indicate they would be likely or very likely to switch to local businesses.

About the Data

This brief summarizes anonymous, aggregate responses from 159 Morgan Hill residents collected through NextMove Metrics resident surveys (MS1–MS3). Percentages reflect the share of respondents selecting each option; multi-select questions may exceed 100%. Findings represent early, directional insights intended to inform local conversations and planning rather than population-wide estimates.

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