

LOCAL METRICS PULSE™

Morgan Hill – April 2026

Wave 3 | Community Economic Snapshot

Overview

Morgan Hill remains economically stable, with strong resident engagement across dining, retail, and downtown activity. At the same time, behavior is shifting toward more selective and convenience-driven spending.

Demand remains intact — but how and where it is captured is evolving.

Key Signals

Local Engagement Remains High

- 82% of residents visited downtown in the past 30 days
- 73% dine locally on a weekly basis

Signal: Local activity remains consistent and reliable.

Spending Is Becoming More Selective

- Majority of residents report more intentional spending behavior
- Decisions increasingly driven by value, quality, and convenience

Signal: Spending is not declining — it is being refined.

Out-of-Area & Digital Spend Continues

- 46% of residents dine outside Morgan Hill at least 30% of the time
- A significant share of household purchases occur online

Signal: Local demand exists, but capture leakage remains present.

Local Support Is Strong — But Conditional

- 92% of residents would spend more locally if options improve

Signal: Demand is highly responsive, not fixed.

Resident Perspective

Residents express positive sentiment toward Morgan Hill, while calling for greater variety in dining and retail, and increased attention to traffic, infrastructure, and growth.

Residents remain engaged — expectations are increasing.

Business Environment

- 45% of local businesses report pressure or slower conditions
- 30% are delaying hiring decisions
- 78% want ongoing local economic insights

Signal: Businesses are adjusting to changing consumer behavior, not disengaging.

Market Interpretation

Morgan Hill is stable in income and population, active in local engagement, and shifting in spending behavior.

The market is not lacking demand — it is not fully capturing it locally.

Forward Outlook

Local engagement is expected to remain stable, with spending favoring convenience and perceived value. Businesses aligned with these shifts are positioned to capture growth.

About This Pulse

Based on ~240 validated Morgan Hill resident responses. Data is filtered, deduplicated, and reported in aggregate.

Closing

Morgan Hill is not losing momentum.

It is entering a phase where alignment — not expansion — will drive economic growth.