**Vehicle Purchase Intent (VPI) Index**

**United States**

### Key factors influencing VPI trending

**Positive (+)**
- Improving supply of new vehicles as semiconductor crisis continues to ease
- Vehicle prices stabilizing
- Underlying pent-up demand created by prolonged inventory shortages
- Increasing consumer interest in new wave of EVs sparked by elevated fossil fuel prices
- Aging vehicle fleet requiring renewal

**Negative (-)**
- Consumer concern over hyper-inflationary environment and share of wallet mobility represents
- Long-standing OEM strategy to move product offerings upmarket
- Elevated transaction price environment for both new and used vehicles
- Growing risk of overall demand destruction
- Geopolitical instability, trade tensions & global supply chain disruptions affecting input costs

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### Top 3 drivers of purchase intent

<table>
<thead>
<tr>
<th>% of respondents</th>
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<tbody>
<tr>
<td>1. New vehicles on market have features I want now</td>
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<td>2. I am just ready to drive something different</td>
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<td>3. Current vehicle is not worth the cost of maintaining it anymore</td>
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### EV purchase intent

<table>
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<tbody>
<tr>
<td>1. Making upcoming payments</td>
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<tr>
<td>2. Amount of money they have saved</td>
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<tr>
<td>3. Credit card debt they are carrying</td>
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<tr>
<td>4. Consumers delaying large purchases</td>
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</tbody>
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**Percentage of consumers concerned about…**

- 23%: Making upcoming payments
- 48%: Amount of money they have saved
- 27%: Credit card debt they are carrying
- 47%: Consumers delaying large purchases

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**Key behaviors impacting mobility**

- **29 mi**: Average daily driving distance
- **16%**: Plan to drive more going forward
- **3.2**: Number of days/week people WFH
- **23%**: Preference for full/partial online vehicle purchase

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For more info, [click here](#) or scan the code below.

Source: Deloitte Global State of the Consumer Tracking Study (unless otherwise noted).