**Vehicle Purchase Intent (VPI) Index**

**United States**

### Key factors influencing VPI trending

**Positive (+)**
- Rapidly increasing vehicle inventories result in return of attractive consumer incentives
- Used vehicle prices moderating
- Underlying pent-up demand continues to be released into the market
- Increasing consumer interest in EVs driven by incentives and strong desire to lower fuel costs
- Aging vehicle fleet requiring renewal

**Negative (-)**
- Inflation and interest rate hikes have led to much higher cost of borrowing
- Risk that labor market may be coming under pressure as companies look for cost reduction measures
- Lack of affordable EV options in the market
- High transaction prices and monthly payments
- Resurgence of shared mobility in urban centers
- Geopolitical instability, and ongoing trade tensions

### Top 3 drivers of purchase intent

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New vehicles on market have features I want now</td>
<td>21%</td>
</tr>
<tr>
<td>2. Current vehicle is not worth the cost of maintaining it anymore</td>
<td>21%</td>
</tr>
<tr>
<td>3. I am just ready to drive something different</td>
<td>20%</td>
</tr>
</tbody>
</table>

### EV purchase intent

<table>
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| 38% | EV includes full battery electric and hybrid vehicles.

### Percentage of consumers concerned about...

- **22%** 📁 Making upcoming payments
- **50%** 📊 Amount of money they have saved
- **29%** 📈 Credit card debt they are carrying
- **47%** 📈 Consumers delaying large purchases

### Key behaviors impacting mobility

- **27 mi** 🎫 Average daily driving distance
- **14%** 🎫 Plan to drive more going forward
- **3.3** 🏡 Number of days/week people WFH
- **25%** 🛒 Preference for full/partial online vehicle purchase

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

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

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**Light vehicle sales forecast (2019-2030F)**

New vehicles (millions of units)

**Weekly retail gasoline prices (all grades)**

US$/G (August 07, 2023)

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**Note:** 10/27/21 = 100; a vehicle is defined as a car, SUV/MPV, or pickup truck; includes new and used vehicles.