



SELF-DRIVING CARS AND ELECTRIC VEHICLES: U.S. MARKET INSIGHTS & ANALYSIS

JAN 2026

With Waymo testing robotaxis on NYC streets, Tesla laying the groundwork to try to bring its own self-driving service to the city, and Uber partnering on robotaxis in other cities, driverless taxis are increasingly on the horizon for New York. As New York City and State officials draft new rules to govern robotaxis, **EVIR explores NYC consumer perceptions and preferences around the technology.**

ABOUT EVIR & METHODOLOGY

The Electric Vehicle Intelligence Report tracks actionable insights on consumer attitudes, trends, and perceptions across the evolving U.S. EV landscape. Our proprietary research methodology delivers real-time insights into how people are thinking about the future of driving.

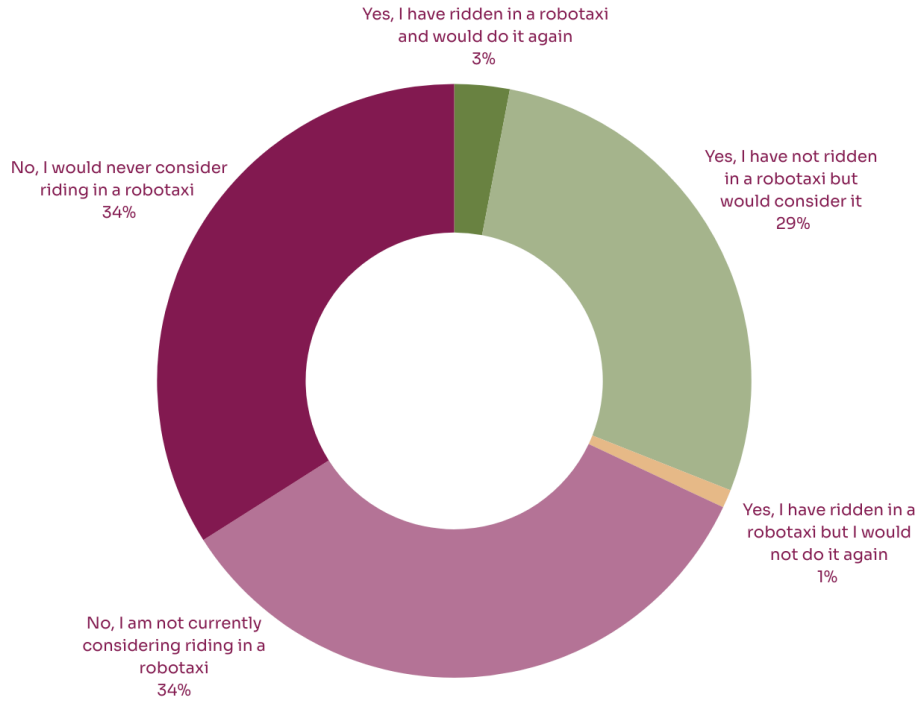
EVIR surveyed more than 3,000 U.S. consumers, with an oversample of 500 NYC consumers, weighted by education, race, gender, age, income, geography, and political preference to uncover the truths behind what's powering or stalling the EV and self-driving car transition.

NYC Consumer Perception: Robotaxi Interest and Support

Under a third of New York City consumers, 29%, say they would consider riding in a robotaxi, while 68% aren't considering it, with 34% saying they never would. Four percent report having already used a robotaxi, with 3% saying they'd do so again. Thirty-four percent believe robotaxis should be legal, while 45% say they should be illegal (net -11). Intensity of belief that robotaxis should be illegal is higher, with 26% of NYC consumers "strongly" believing the technology should be illegal, compared to 9% who "strongly" believe it should be legal.

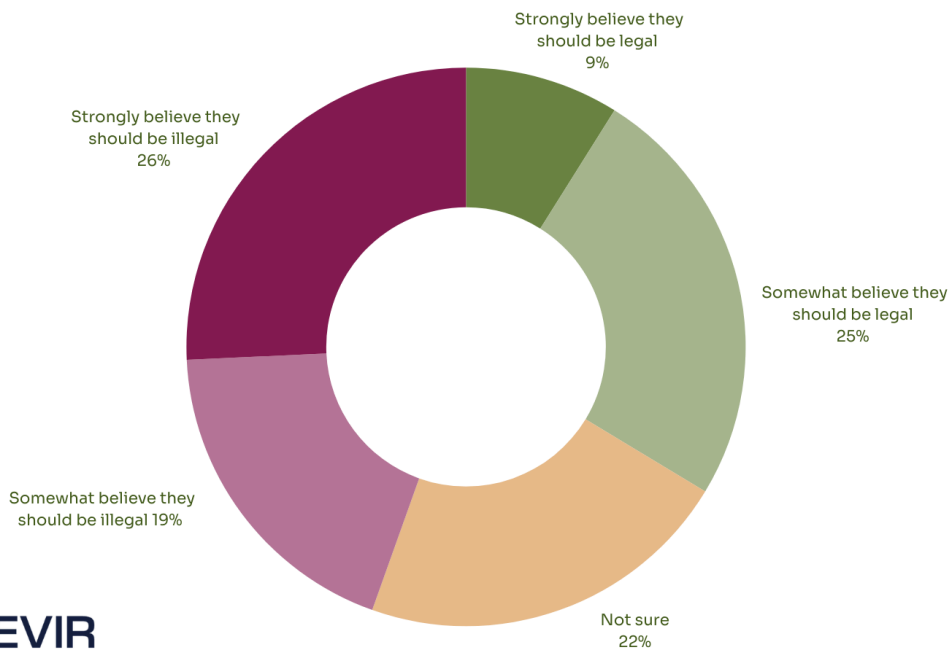
Would you consider taking a ride in an autonomous taxi, also known as a self-driving taxi or a robotaxi?

NYC Consumers



Do you believe autonomous taxis, also known as self-driving taxis or robotaxis, should be legal?

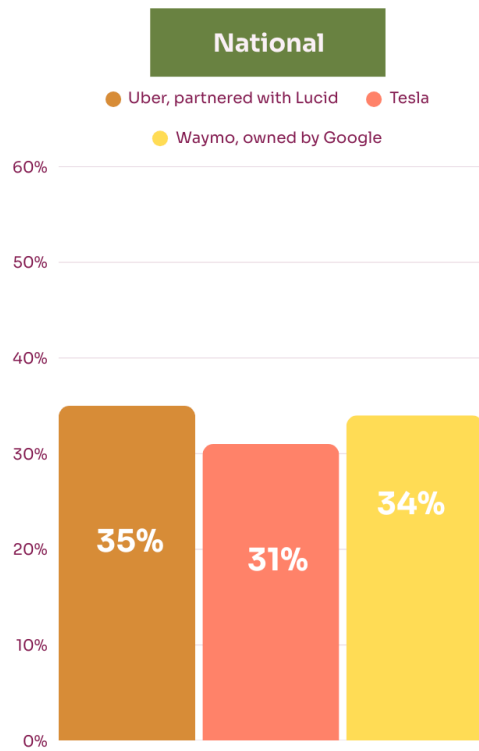
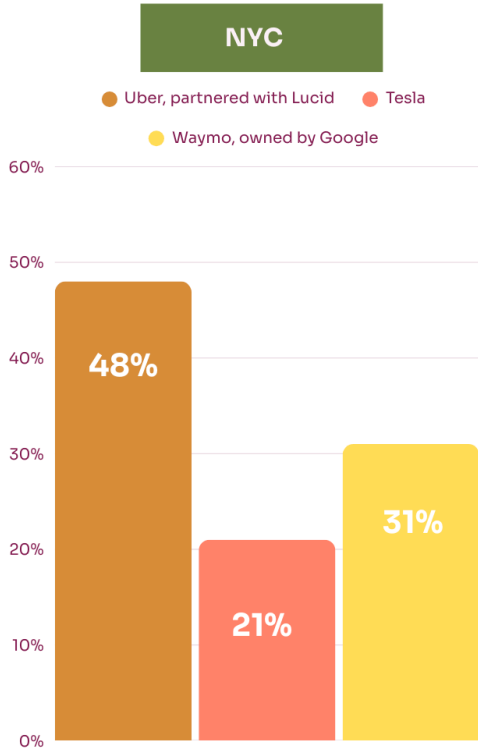
NYC Consumers



NYC Consumer Preferences: Robotaxi Brands

Despite driverless taxi services not yet being available to the New York City public, NYC consumers express distinct preferences when it comes to robotaxi brands. Non-NYC consumers are evenly split between Uber (35%) and Waymo (34%), with Tesla less preferred at 31%. Compared to consumers elsewhere, NYC consumers express a significantly stronger preference for Uber (48%) and a significantly lower preference for Tesla (21%); 31% say they would choose Waymo.

If you had to take an autonomous taxi, also known as a robotaxi, which company would you be most likely to use?



Among NYC consumers...

Tesla

-10 Brand Positivity
-6 Brand Trust

29% have a very or somewhat positive view, while 39% have a somewhat or very negative view; 38% trust a lot or somewhat, while 44% distrust a lot or somewhat.

Waymo

+4 Brand Positivity
+3 Brand Trust

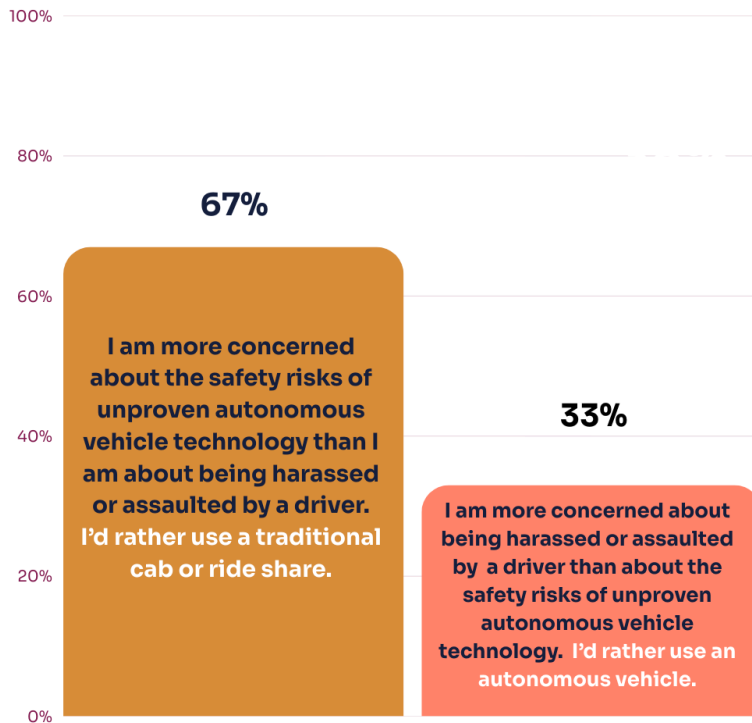
15% have a very or somewhat positive view, while 11% have a somewhat or very negative view; 20% trust a lot or somewhat, while 17% distrust a lot or somewhat.

NYC Consumer Perception: Robotaxi Safety

Female NYC consumers indicate that they view traditional cabs or rideshares as safer than robotaxis, even in light of risks that disproportionately affect women. Over two-thirds of female NYC consumers say they are more concerned about the safety risks of autonomous vehicle technology than they are about the possibility of being sexually harassed or assaulted by a human driver.

NYC parents show limited interest in letting their children ride in robotaxis. Even when presented with a use case that would increase convenience for parents—using an autonomous vehicle to drive their kids to school—85% of NYC consumers with children under 18 say they would not allow it. Only 15% say they would.

News reports recently found that women are frequently sexually harassed and assaulted by drivers during taxi and rideshare rides. Which comes closer to your view?
NYC Female Consumers



Would you allow an autonomous vehicle to drive your child to school?

NYC Consumers with Children Under Age 18 in Household

