



# TaskUs Survey: Robotaxi Adoption Continues to Surge, with 38% of Americans Likely to Try One in the Next 12 Months

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*U.S. consumer trust surrounding robotaxis falls along generational lines, with Gen Z leading the pack.*

NEW BRAUNFELS, Texas--(BUSINESS WIRE)--Jun. 23, 2026-- [TaskUs, Inc.](#) (Nasdaq: TASK), today released the results of its 2026 AV Trust Consumer Survey, revealing adoption levels and consumer perception of robotaxis among U.S. consumers.

## Key takeaways:

- Consumers' top two sentiments surrounding robotaxis are curiosity (42%) and nervousness (41%).
- 41% of consumers haven't ridden in a robotaxi because they haven't had the opportunity.
- Nearly one-quarter (23%) of consumers who live in a city offering robotaxis fully trust them, compared to 4% of consumers who don't.
- 38% of Americans are likely to try a robotaxi in the next 12 months.
- Gen Z is most likely to trust robotaxis to handle unexpected situations (29%), followed by Millennials (28%), Gen X (24%), and Baby Boomers (11%).

"The data indicates that the biggest barrier to robotaxi adoption is a lack of access," said Nick Allen, Head of Autonomous Vehicle, Mobility, & Logistics Solutions, TaskUs. "Consumers are signaling curiosity and openness to robotaxis, but that interest can't translate into real-world adoption without widespread availability. Untapped markets present a large opportunity for robotaxi companies who can scale safely and successfully."

## Consumer attitudes are split, but proximity and availability appear to support trust.

Consumers have mixed emotions when it comes to riding in robotaxis. Aside from curiosity and nervousness, additional sentiments included skepticism (33%), excitement (26%), and fearfulness (25%), with only 11% of consumers expressing indifference toward robotaxis.

Thirty five percent of consumers who live in cities offering robotaxis are very likely to try them within the next 12 months compared to 10% of consumers who don't. Access is the gateway to trust and trust is the key to adoption.

More than one-third (37%) of consumers who live in a city offering robotaxis have ridden in one, compared to 6% of consumers who don't live in a robotaxi market. One-quarter (25%) were not at all familiar with autonomous vehicles such as robotaxis.

For many consumers, the path to trusting robotaxis follows a familiar technology adoption curve, from awareness, to curiosity, to trial, and ultimately, to trust.

## Consumer trust in robotaxis hinges on addressing safety concerns

Consumers are split in their perceptions of robotaxi safety:

- 35% believe robotaxis are safer than human drivers
- 27% believe robotaxis are just as safe
- 38% believe robotaxis are less safe

However, consumers are less concerned by everyday driving situations and more by worst-case scenarios. Consumers are most concerned with a fear of accidents or system failure (43%), followed by a lack of control (22%), uncertainty around the technology (13%), and lack of human interaction (11%). Few consumers are completely at ease, with only 7% reporting no safety concerns.

When it comes to unexpected scenarios, 23% of consumers indicated they fully trust robotaxis, but younger generations are more likely to trust robotaxis in these situations. Twenty nine percent of Gen Z consumers would fully trust a robotaxi to handle an unexpected situation, followed by Millennials (28%), Gen X (24%), and Baby Boomers (11%).

However, consumers are split around specific safety concerns and unexpected situations for robotaxis:

- 48% worry robotaxis may misinterpret road conditions
- 47% worry robotaxis will fail to react as well as humans
- 47% worry robotaxis will break down in emergency situations

When robotaxis don't operate perfectly, human operators are on standby to intervene and help passengers. However, only 17% of consumers are "very" confident in operators' ability to intervene in an emergency. Thirty percent are "somewhat" confident, and

26% are doubtful.

“We’re seeing a clear divide in how consumers perceive robotaxi safety,” Allen added. “While more than one-third view the technology as safer than human drivers, hesitations around edge cases and emergency scenarios continue to hold back confidence. Closing that gap requires proven performance in real-world scenarios and increased transparency among AV companies.”

### **Building Consumer Confidence Requires Improved Human Oversight, Transparency, and Control**

Consumers have clear demands in order to start trusting robotaxis more. Nearly half of consumers want proven safety data and statistics (48%), the ability to take control if needed (47%), and full transparency around incidents (46%).

Other factors to improve trust include increased government regulation and oversight (29%), positive reviews from other passengers (27%), clear communication from the vehicle (27%), and regular performance updates (26%). When asked which factors could help improve adoption, 41% of consumers cited human oversight as being extremely important.

There is also a strong generational divide for AV adoption. Nearly half (48%) of Baby Boomers say they are very unlikely to try robotaxis in the next 12 months, compared to 29% of Gen X, 17% of Millennials and 13% of Gen Z consumers. Age plays a defining role in shaping trust, with younger generations emerging as early adopters and older consumers remaining more cautious.

“Consumers have clearly outlined what it will take to build trust in robotaxis,” said Jarrod Johnson, Chief Customer Officer at TaskUs. “From human-in-the-loop systems to clear safety reporting, the roadmap is there. Through prioritization of safety and transparency requests from consumers, we’re helping our AV clients turn consumer curiosity and optimism into lasting confidence.”

### **Frequently Asked Questions:**

- **Question: How do consumers feel about robotaxis?**
  - **Answer:** TaskUs' 2026 AV Trust Consumer survey found consumers are mostly curious about riding in a robotaxi (42%).
- **Question: What did TaskUs' AV Trust Consumer Survey find?**
  - **Answer:** TaskUs' 2026 AV Trust Consumer survey found AV trust and access are strongly correlated. Nearly one-quarter (23%) of consumers who live in a city offering robotaxis fully trust them, compared to 4% of consumers who don't.
- **Question: Do young people trust robotaxis more than older people?**
  - **Answer:** Yes. TaskUs' 2026 AV Trust Consumer Survey found that Gen Z consumers trust robotaxis the most (29%), followed by Millennials (28%), Gen X (24%), and Baby Boomers (11%).

### **Survey Methodology**

The TaskUs 2026 AV Trust Consumer Survey was fielded by a third-party provider in May 2026. TaskUs surveyed over 1,000 consumers across the U.S. to gather insights on their adoption levels of autonomous vehicles (AVs), along with barriers to increase adoption, and safety perception of robotaxis.

### **About TaskUs**

[TaskUs, Inc.](https://www.taskus.com) (Nasdaq: TASK) delivers outsourced digital services that power the companies shaping the future. By combining specialized human talent and intelligent technology, we solve complex operational challenges for global category leaders within AI, autonomous vehicles (AV), robotics, social media, financial services, healthcare, and beyond. We enable our clients to elevate their customer experience, protect their platforms, and grow their brands. For more information, visit [www.taskus.com](https://www.taskus.com).

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