



## MEDIA RELEASE

### New research reveals Australian parents see the social media ban as a chance to reconnect

As Australia prepares for the upcoming social media ban for under-16s, new research from Mazda Australia reveals parents are increasingly looking to reclaim everyday moments of connection, and the family car is emerging as one of the most powerful places to start.

For many families, screens have become the default back-seat distraction: **over two in five (44 per cent)** Australian parents say their children are *always or often* on devices during car trips, and just **11 per cent** say devices never appear at all. Yet parents overwhelmingly want this to change, with **nine in ten (89 per cent)** agreeing that reducing screen time on car trips would help create positive memories and strengthen family relationships.

With the social media ban on the horizon, parents are planning to use this “digital pause” intentionally. A YouGov survey of 1,000 Australian parents with children under 16 found:

- **53 per cent** plan to encourage conversations, games or activities rather than screens.
- **44 per cent** expect to have more meaningful conversations on family drives.
- **43 per cent** see the ban as an opportunity to connect and encourage their kids to open up.
- **42 per cent** believe the ban will improve their family relationships overall.

This desire to reconnect is supported by the fact that **nearly eight in ten (77 per cent)** parents say car trips have become missed opportunities for bonding because children spend too much time on screens.

Parenting expert Genevieve Muir says the shift represents a cultural reset for families who have spent years battling digital distraction.

“This is a rare moment for families to gently reset habits and rediscover connection,” Muir says.

“Kids don’t know the joy of things like watching raindrops race down a car window, those small pockets of boredom are powerful for creativity, resilience and conversation. A little less screen time in the car can become a big opportunity for closeness.”

Parents working full-time, who are typically the most time-poor, are among the most motivated, with nearly half reporting their children are constantly on devices during car trips and believing the ban will help strengthen their family relationships.

“Parents shouldn’t feel guilty, screens have been a survival tool,” Muir adds.

“But with some preparation and calm transitions, the car can become the new dinner table: a place to talk, decompress and genuinely connect.”

Mazda Australia’s Sales and Marketing Director, Jarrod Gieschen, said the research reinforces what Mazda hears from customers every day - that cars are much more than a way to get from A to B.

“Families spend hundreds of hours a year in their car. When that time is calm, comfortable and free from unnecessary distractions, it becomes a special space, often the one place kids open up the most.”

Mazda’s design philosophy, built around human connection, means its vehicles are intentionally crafted to support presence and conversation through intuitive controls, quiet cabins and thoughtful interior layouts.



The brand's latest seven-seat SUV – the CX-80 – is the ideal companion for the school run, holiday road trips or weekend adventures spent together, offering a combination of practicality, ample space, all-wheel drive, exemplary efficiency and up-to-the-minute technology.

“As families embrace this new chapter, we’re excited to hear about more memories being made on the road, the jokes, the questions, the big talks, and the quiet moments. This is a beautiful opportunity to rediscover the joy of driving together.”

More information on the Mazda CX-80 can be found [here](#).

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**About the Mazda CX-80 SUV**

The First-Ever, All-Hybrid Mazda CX-80 is a three-row SUV featuring three available powertrains – a six-cylinder petrol and diesel, and a plug-in hybrid with up to 65km of electric-only range – as well as a compelling choice of specifications, ranging from Pure to the luxury Azami SP.

**About the YouGov survey**

Total sample size was 1000 Australian parents aged 18 and older with children under 16 years old. It was undertaken between 31 October and 10 November 2025. The survey was carried out online. The data was weighted by age, gender and region to reflect the latest ABS population estimates.