



Mazda Australia – Fact sheet

We asked Australian parents aged 18 and older with children under 16 years old about their feelings about devices in cars and the impact of them on their family. We found that Australian parents agree it is time for a ‘digital pause’ in order to better enhance family time during car trips.

1. Car trips see heavy device usage by children

- Over two in five (44 per cent) Australian parents with children under 16 say their kids are always/often on a device or watching digital media during car trips, including one in eight (12 per cent) who say their kids are on a device or watching digital media every car trip, and one in three (32 per cent) who say their kids are on a device or watching digital media most car trips.
- While a similar proportion (44 per cent) say their kids are sometimes/rarely on a device or watching digital media during car trips, including a quarter (25 per cent) who say they are for about half of their car trips, and one in five (19 per cent) who say they are for less than half of their car trips.
- Just one in ten (11 per cent) say their kids are never on a device or watching digital media during car trips.
- Men are more likely than women to say that their kids are always/often on a device or watching digital media during car trips (52 per cent compared to 35 per cent).
- Full-time workers (48 per cent) are more likely than those working part-time (39 per cent) and those not working (29 per cent) to say that their kids are always/often on a device or watching digital media during car trips

2. Trips in cars could be optimised for family connection

- Over nine in ten (93 per cent) parents with children under 16 agree that family drives are an important space for family connection and conversation, including over half (54 per cent) who strongly agree with the sentiment.
- Nearly eight in ten (77 per cent) parents with children under 16 agree that car trips are missed opportunities for increasing family connections because children spend too much time on screens, including two in five (39 per cent) who strongly agree with the sentiment.
- Gen X/Baby Boomers are more likely than Gen Z and Millennials to agree with the sentiment (83 per cent compared to 69 per cent and 77 per cent respectively).

3. The social media ban opens the door for more memories

- 89 per cent of parents say reducing screen time in the car will strengthen family bonds.
- Over half (53 per cent) plan to encourage conversations, games or activities rather than screens.
- Nearly half (44 per cent) of parents expect to have more meaningful conversations on family drives.
- 43 per cent of parents see the ban as an opportunity to connect and encourage their kids to open up.
- 42 per cent of parents believe the ban will improve their family relationships overall.

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.
- A new Pure grade is added to the Mazda Large Product lineup for the first time, with a starting price of only \$54,950 MLP.
- The seven-seat SUV is created for families and adventurous owners with active lifestyles.
- The CX-80 PHEV offers EV-like driving flexibility beyond a conventional hybrid vehicle.



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.

For further splits of data by demographic, please reach out to:

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