Mazda USA Newsroom

MAZDA DATA SHOWS GEN Z PRIORITIZES VEHICLE OWNERSHIP OVER HOMEOWNERSHIP

IRVINE, Calif. (May 18, 2026) – For Gen Z, attitudes toward major life milestones are shifting, with vehicle ownership often taking priority over traditional markers such as homeownership.

According to a survey commissioned by Mazda North American Operations (MNAO)[1], this generation is more likely to purchase a new vehicle than a home. Nearly two-thirds (69 percent) said they would choose to buy a car, making them 13 percent more likely to select a vehicle over a house purchase.

The survey also found that Gen Z defines vehicle quality through features and in-cabin experience. Nearly all respondents cited advanced safety features (94 percent) and intuitive technology (93 percent) as important, while 82 percent said premium sound systems matter when evaluating a vehicle.

“As Gen Z places greater emphasis on vehicle ownership, they expect vehicles that seamlessly integrate advanced safety systems and intuitive technology to deliver confidence, peace of mind, and a more secure, intuitive driving experience every day,” said Jennifer Morrison, Director of Vehicle Safety at Mazda.

Audio emerged as a notable indicator of quality, with 64 percent of respondents saying they judge a vehicle by its sound system and 85 percent agreeing that a high-quality sound system signals overall vehicle quality.

Survey results also suggest that for Gen Z, vehicle value is increasingly defined by safety, technology, and in-cabin experience rather than traditional ownership milestones.

About Mazda North American Operations
Proudly founded in Hiroshima, Japan, Mazda has a history of sophisticated craftsmanship and innovation, and a purpose to enrich life-in-motion for those it serves. By putting humans at the center of everything it does, Mazda aspires to create uplifting experiences with our vehicles and for people. Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada, Mexico and Colombia through approximately 795 dealers. Operations in Canada are managed by Mazda Canada Inc. in Richmond Hill, Ontario; operations in Mexico are managed by Mazda Motor de Mexico in Mexico City; and operations in Colombia are managed by Mazda de Colombia in Bogota, Colombia. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at news.mazdausa.com.

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[1]MNAO commissioned Burson Insights, Data & Intelligence to conduct the Mazda Sounding Board survey of n=1,000 vehicle owners in the U.S. who have purchased a vehicle in the past five years. The survey was conducted February 6-10, 2026 online using the PureSpectrum panel. The margin of error is approximately 3.1%.

Additional assets available online:
PHOTOS (1)

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