

**Auckland's  
Victoria  
Quarter:  
Population  
and  
dwellings  
profile 2023**



**March 2026**

**Auckland Urban Development Office**





Photograph: Victoria Park. Source: Te Kaunihera o Tāmaki Makaurau / Auckland Council

## Auckland's Victoria Quarter: Population and dwellings profile 2023

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Auckland Urban Development Office

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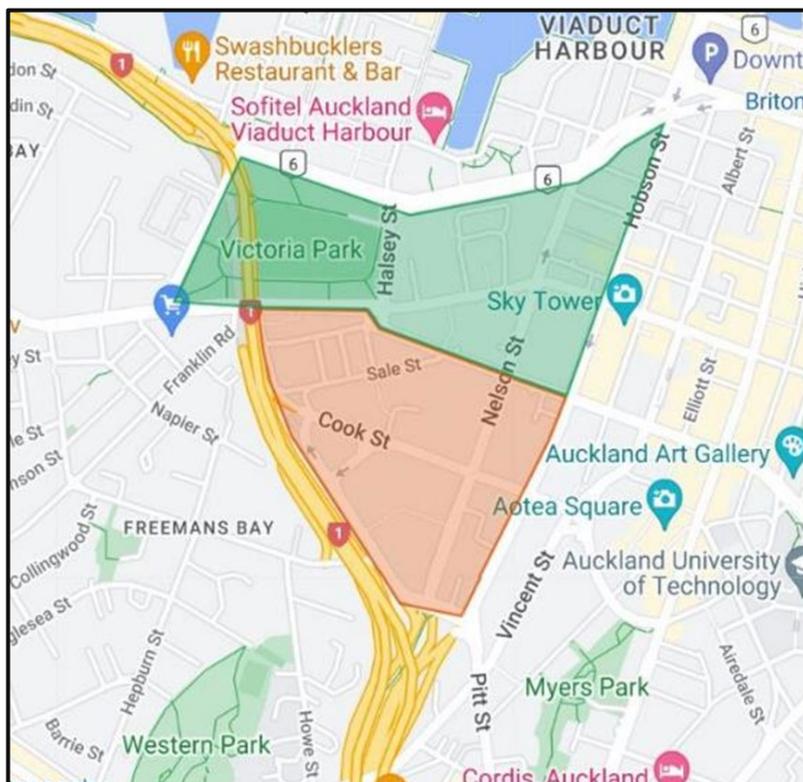
# 1 Introduction

This report provides a snapshot of population, households, and dwellings in the Victoria Quarter of Auckland’s City Centre using publicly available census data from Stats NZ. The report mostly refers to 2023 Census data but includes some comparison to the 2013 and 2018 in places.

Victoria Quarter is a distinctive precinct of the City Centre, bordered by the motorway (State Highway 1), Fanshawe Street and Hobson Street. It features a north-west facing basin topography that shapes its residential density, mixed-use development potential, and proximity to key amenities like Victoria Park and City Rail Link stations.

The map below highlights the Victoria Quarter precinct, with the green area highlighting Victoria Quarter north, and the orange area highlighting Victoria Quarter south.

Map 1 – Victoria Quarter Precinct Area, Auckland City Centre



## 2 Summary

The census data summarised in this report shows a growing and diverse population in Victoria Quarter.

The 2023 Census counted 6570 people usually resident in the precinct, an increase of almost a third (31%) since 2013.

The precinct was primarily composed of young adults, with the 25-29 age group being the largest (1242 people).

A high percentage of residents were born overseas (69%), with Asia being the dominant birthplace (3102 people).

Educational participation was notable, with 19 per cent of residents (1239 people) enrolled in full-time study, and Bachelor degrees serving as the most common higher qualification (1587 people).

The area was characterised by low home ownership rates, as 81.3 per cent of residents did not own the dwelling they were living in. Almost half (49%) of residents (3165 people) had lived at their current address for less than one year.

The data shows a workforce where full-time employment was the norm (3657 people) and the top two occupations were professionals and managers.

Walking or jogging was the most common way of travelling to work (1677 people or 38% of all employed residents in the area). Almost one in five (18%) worked at home on Census day.

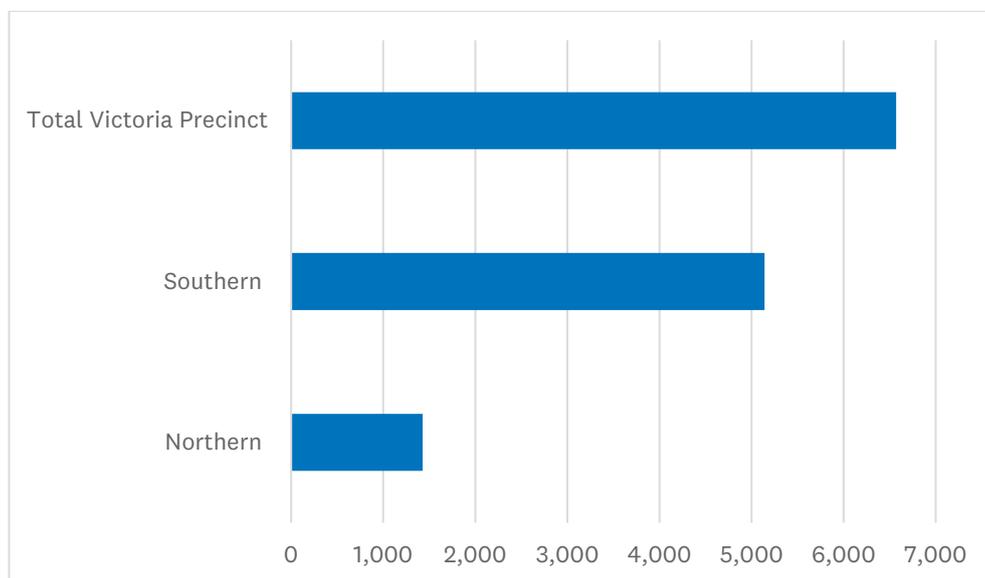
# 3 Results

## Usual resident population<sup>1</sup>

Table 1: Victoria Quarter – Usual Resident Population 2023

Victoria Quarter Precinct	Total usual resident population
Southern area	5142
Northern area (Victoria Park)	1428
Total	6570

Figure 1: Victoria Quarter – Total Usual Resident Population 2023



The 2023 Census counted 6570 people usually resident in the precinct. The southern area made up nearly 78 per cent of the resident population, indicating the higher density/additional residential areas in the south. The northern area (which includes Victoria Park) accounted for 22 per cent of the resident population.

This 2023 population distribution shows differences in land use (the northern area includes Victoria Park), zoning (changed from commercial to residential in the early 2000), or historical development patterns between the two areas.

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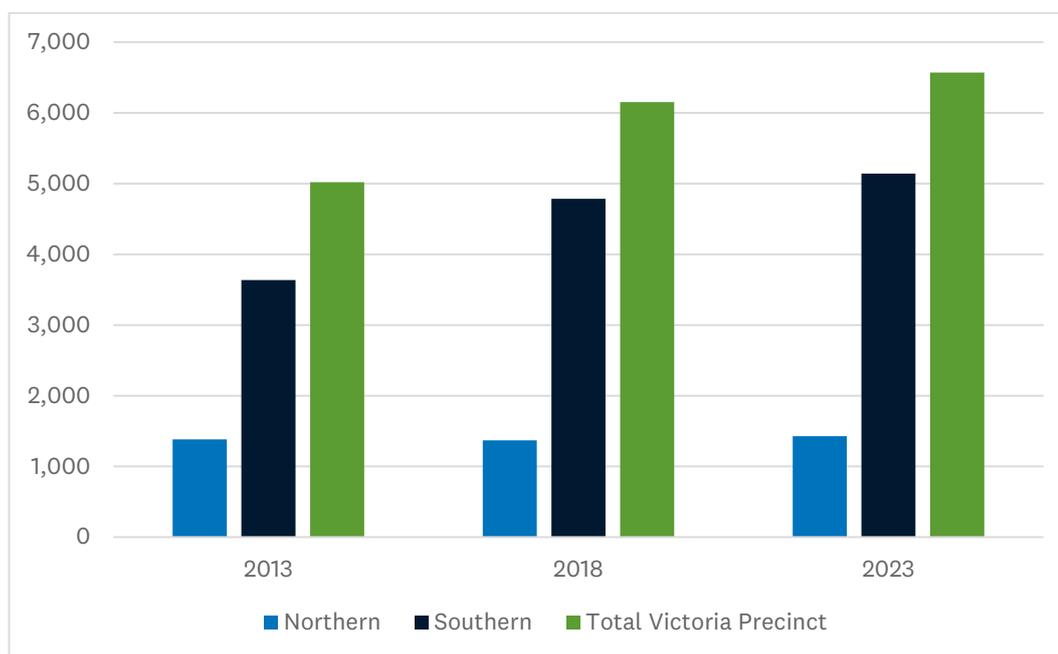
<sup>1</sup> **Definition:** The *usual resident population* refers to the number of people who usually live in a particular area. It includes residents who are temporarily away from their usual address but excludes visitors from overseas and residents who are temporarily overseas on census night. The *usual resident population* is used for long-term planning and demographic analysis, whereas the census night population (not included in this report) provides a snapshot of immediate needs and temporary population dynamics.

## Population growth

Table 2: Victoria Quarter – Residential Population Growth (2013-2023)

Year	Northern	Southern	Total
2013	1383	3636	5019
2018	1368	4785	6153
2023	1428	5142	6570

Figure 2: Victoria Quarter – Residential Population Growth (2013-2023)

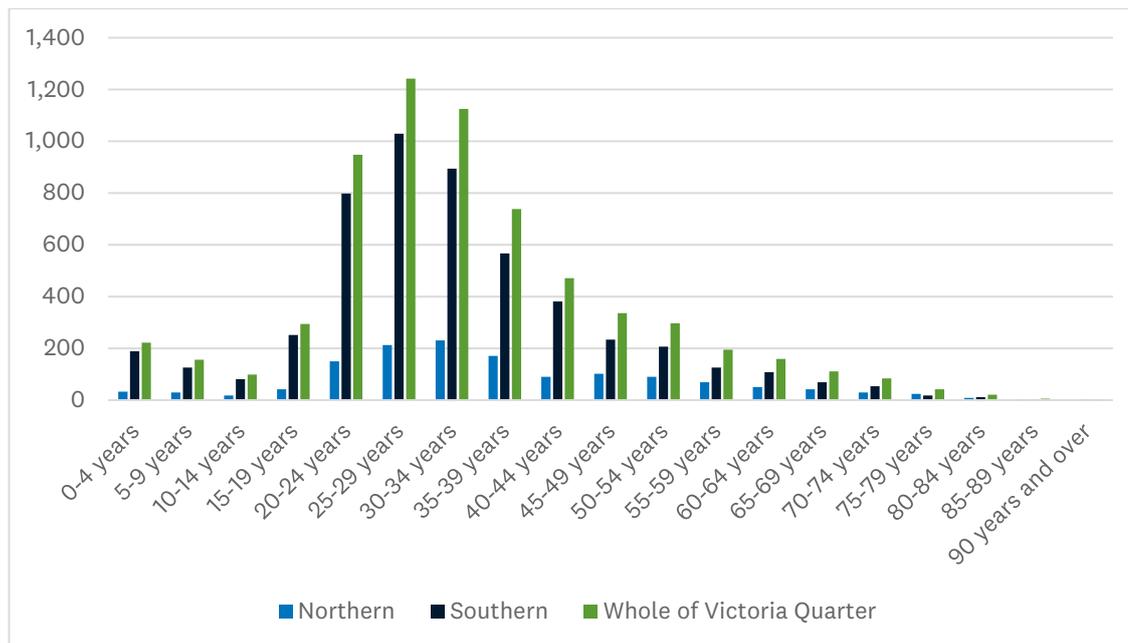


Between 2013 and 2023, the total population of the Victoria Quarter precinct increased from 5019 to 6570, which is growth of 31 per cent.

The southern area of the precinct showed a higher growth rate compared to the northern area. From 2013 to 2023, the southern area grew by approximately 41 per cent, while the northern area increased about 3 per cent.

## Age

Figure 3: Victoria Quarter – Age (5-year groups) 2023



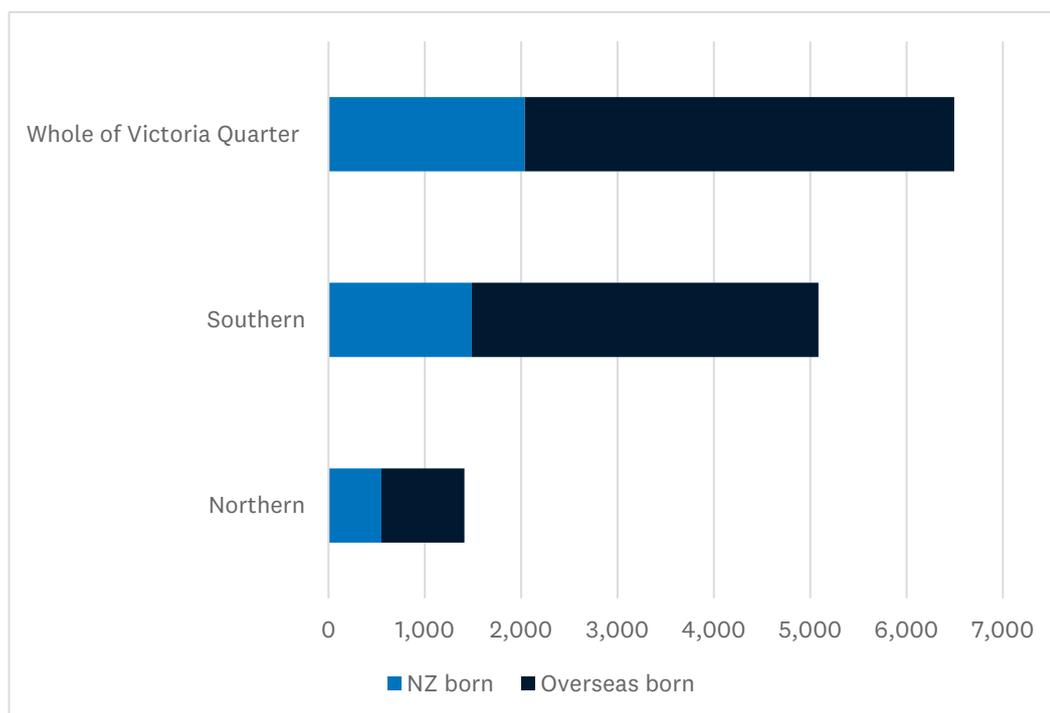
In 2023, half (50%) of the usual resident population was aged between 20 and 34. The 25-29 age group was the largest, with 213 residents in the northern area and 1029 in the southern area, totalling 1242 for the whole of Victoria Quarter. Seven per cent of the local population were children aged 0 to 14 and 4 per cent were aged 65 and over.

## Overseas born

Table 3: Victoria Quarter – Birthplace (NZ born/overseas born) 2023

Birthplace	Northern	Southern	Total
Birthplace	1428	5142	6570
NZ Born	549	1488	2037
Overseas Born	861	3597	4458

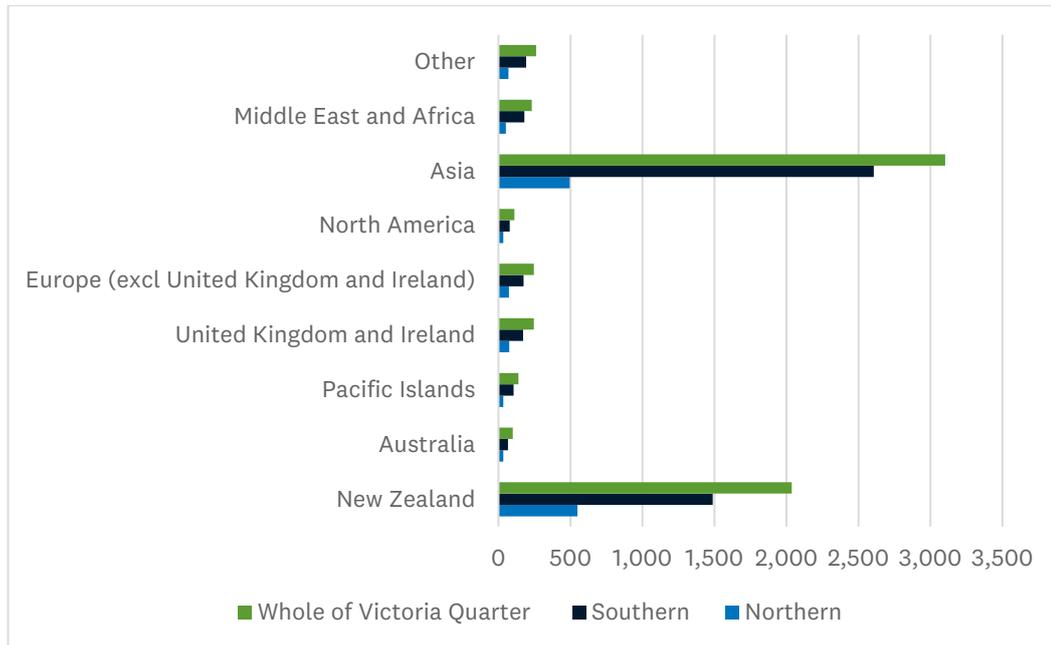
Figure 4: Victoria Quarter – Birthplace (NZ born/overseas born) 2023



In 2023, over two thirds of the usual resident population were born overseas (4458 or 68%).

## Birthplace

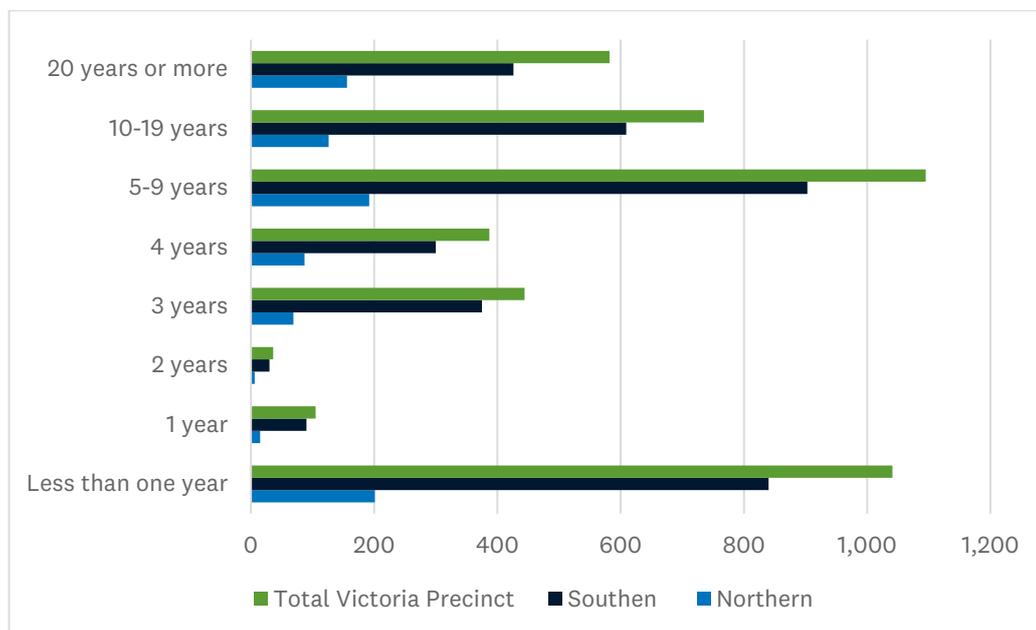
Figure 5: Victoria Quarter – Birthplace (Broad Geographical Area) 2023



The largest group of residents (3102 people or 47%) were born in the Asian region. In broad terms, Asia as defined by Stats NZ extends from Georgia in the west to Japan in the east. It includes China, India and South East Asia. The second largest group were born in New Zealand (2037 or 31%).

## Years in New Zealand since arrival (overseas born)

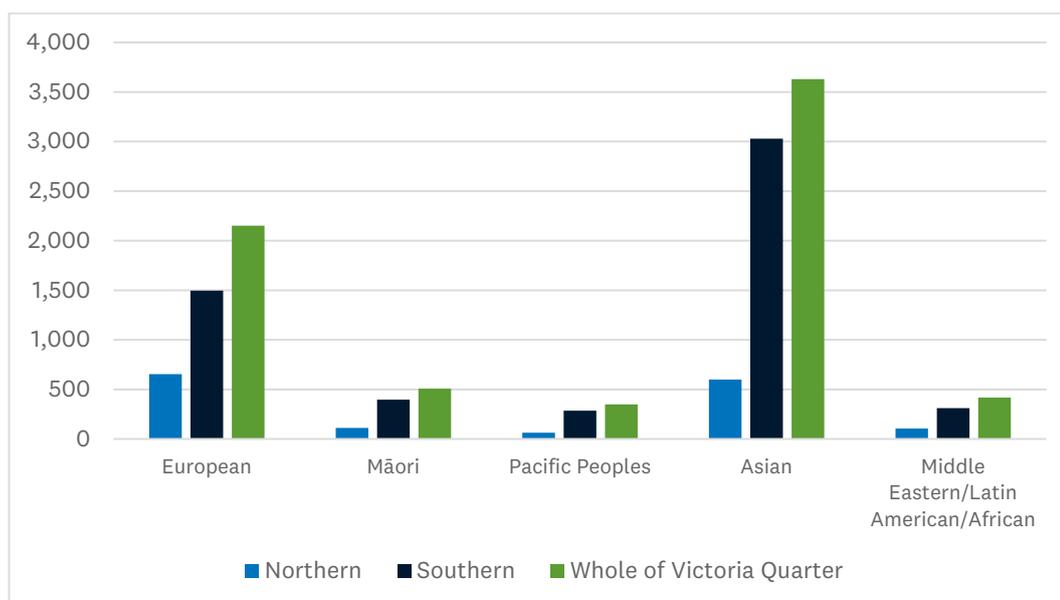
Figure 6: Victoria Quarter – Years Since Arrival in New Zealand 2023



Among those born overseas, a large number had lived in New Zealand for a relatively short time – 1041 people (14%) for less than one year and 1913 people (26%) for less than 5 years. However there were also large numbers who had lived in New Zealand for some time, e.g. 582 people (8%) had lived in New Zealand for 20 years or more.

## Ethnicity

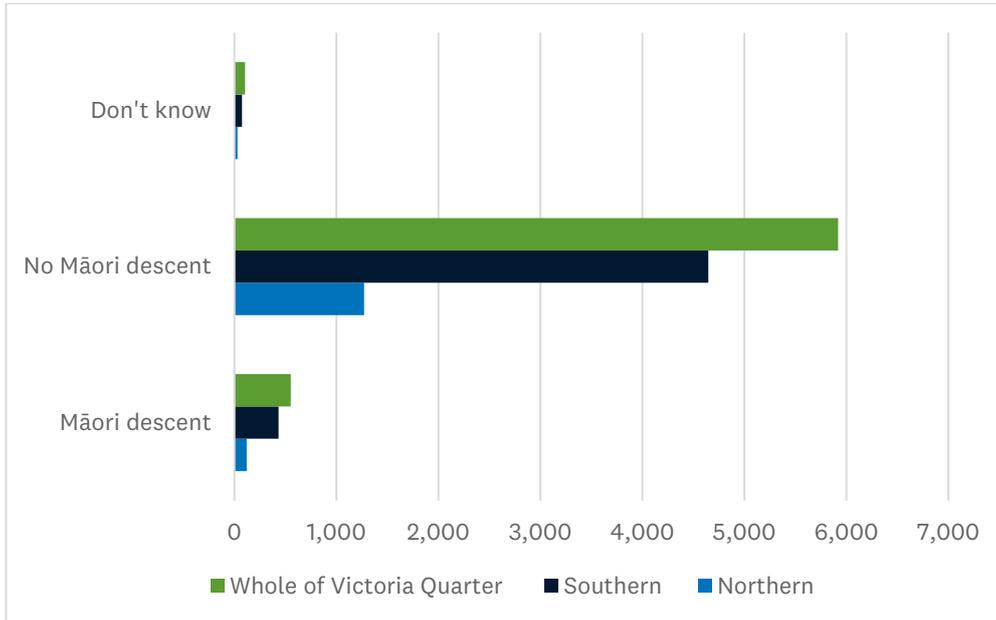
Figure 7: Victoria Quarter – Main Ethnic Groups 2023



In 2023 over half (55%) of the usual resident population identified with an Asian ethnicity, followed by European at 33 per cent. Seven per cent identified as Māori. People could choose more than one ethnicity and categories are not exclusive.

## Māori descent

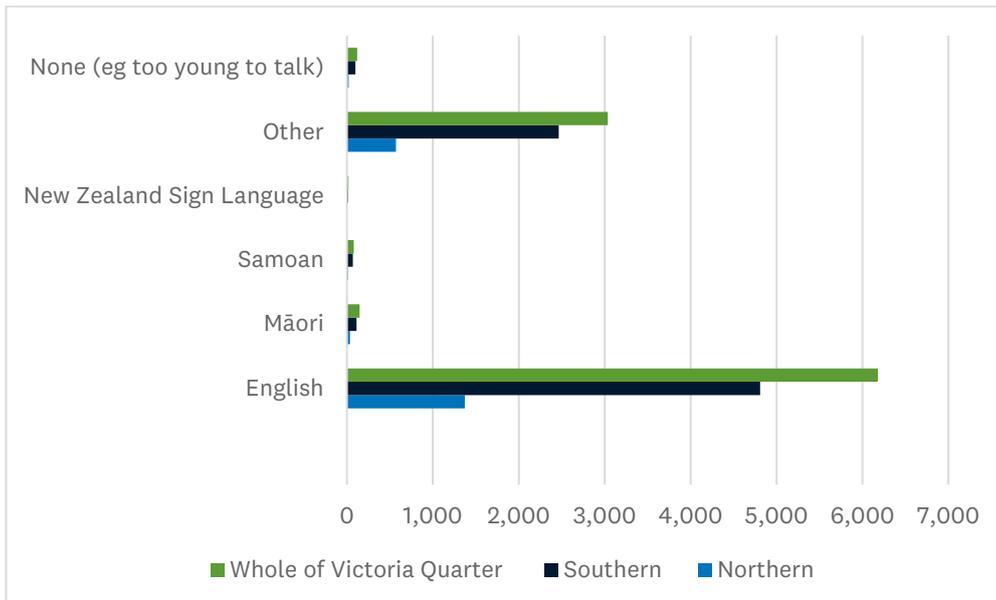
Figure 8: Victoria Quarter – Population with Māori Descent 2023



The Census also collects information on Māori descent (whether people had a Māori birth parent, grandparent, or great-grandparent, etc). In 2023, 8 per cent of the population in Victoria Quarter were of Māori descent.

## Languages spoken

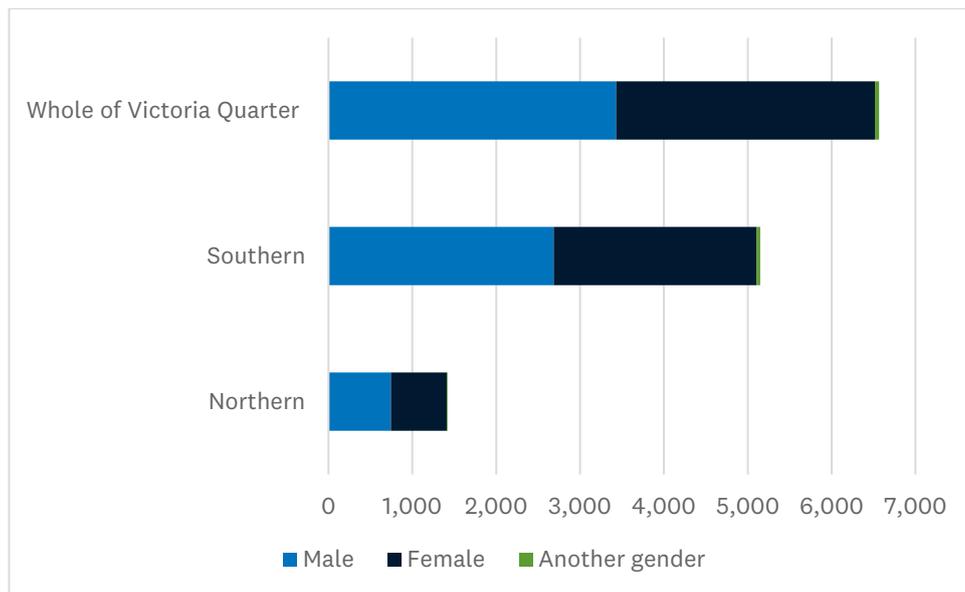
Figure 9: Victoria Quarter – Languages Spoken 2023



English was the most spoken language in both northern and southern Victoria Quarter, as well as in the whole of Victoria Quarter, with 1371, 4809, and 6180 speakers respectively. A significant number of people spoke other languages including 570 people in northern Victoria Quarter, 2466 in southern Victoria Quarter, and 3036 in the whole of Victoria Quarter.

## Gender

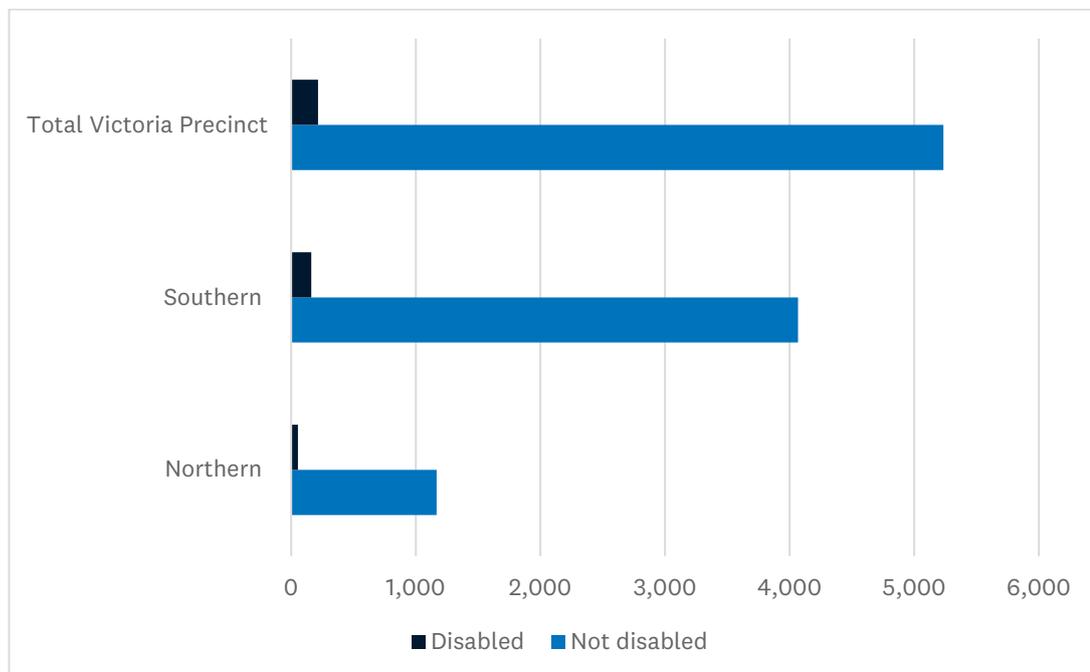
Figure 10: Victoria Quarter – Gender 2023



There were more males (52%) in Victoria Quarter than females (47%). Other genders made up 1 per cent of the population.

## Disability

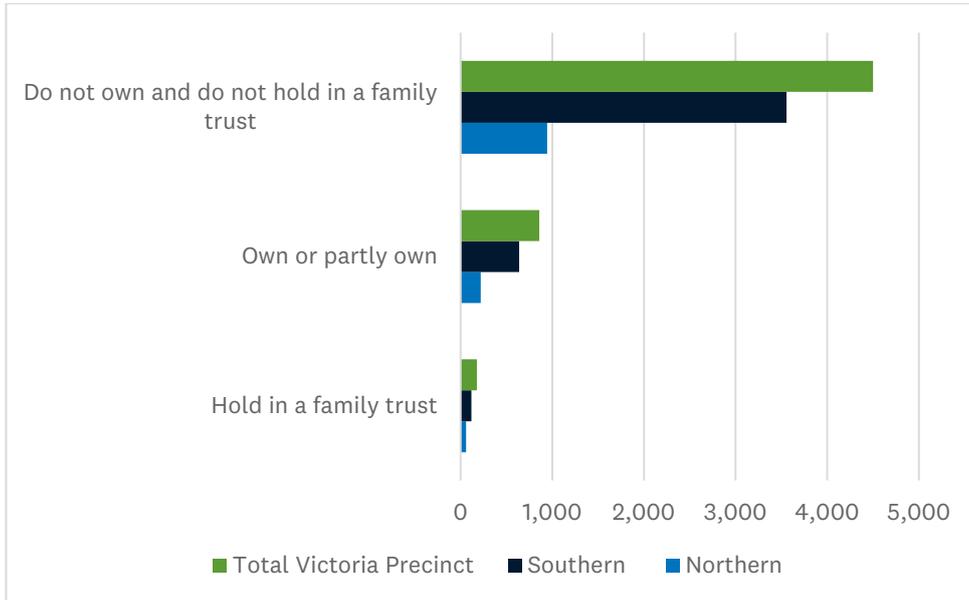
Figure 11: Victoria Quarter – Population Categorised as Disabled 2023



A total of 216 residents (3%) were categorised as disabled – 162 people in the southern area, and 54 in the northern area.

## Home ownership

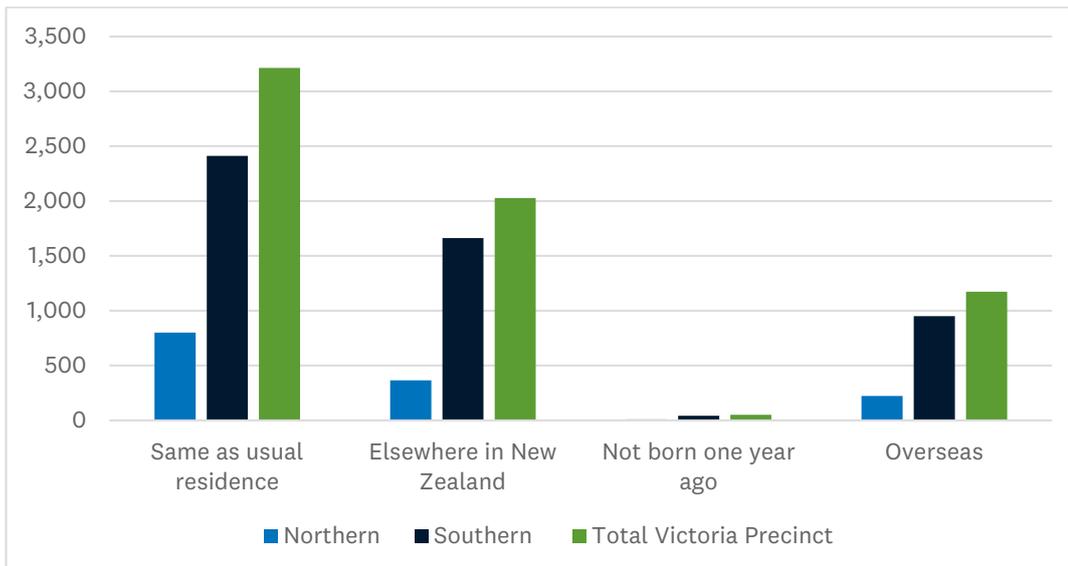
Figure 12: Victoria Quarter – Home Ownership 2023



A majority (81%) of residents aged 15 and over in the Victoria Quarter precinct did not own their home. This is similar compared to the wider city centre area (83%, excluding Karangahape Road West mesh block), the Te Poari ā-Rohe o Waitematā/Waitematā Local Board area (69%) and the Auckland region (56%).

## Usual residence – 1 year prior

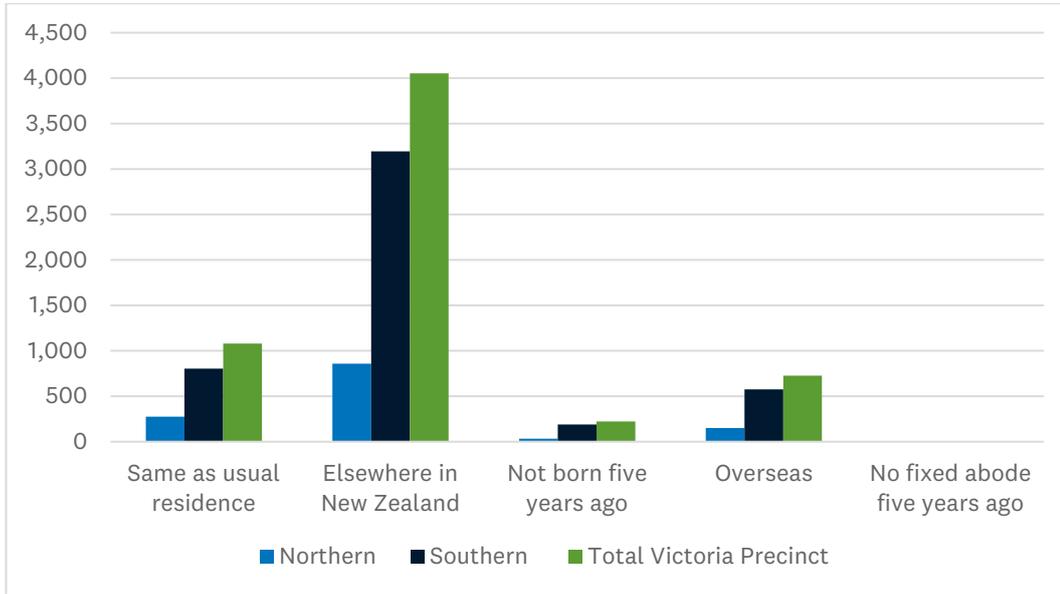
Figure 13: Victoria Quarter – Population at Usual Residence 1 Year Ago 2023



A total of 3213 residents (50%) were living at their usual residence a year prior. This was similar to the wider city centre (excluding Karangahape Road West mesh block) at 48 per cent, however lower than the Te Poari ā-Rohe o Waitematā/Waitematā Local Board area (62%) and the Auckland region (78%).

## Usual residence – 5 years prior

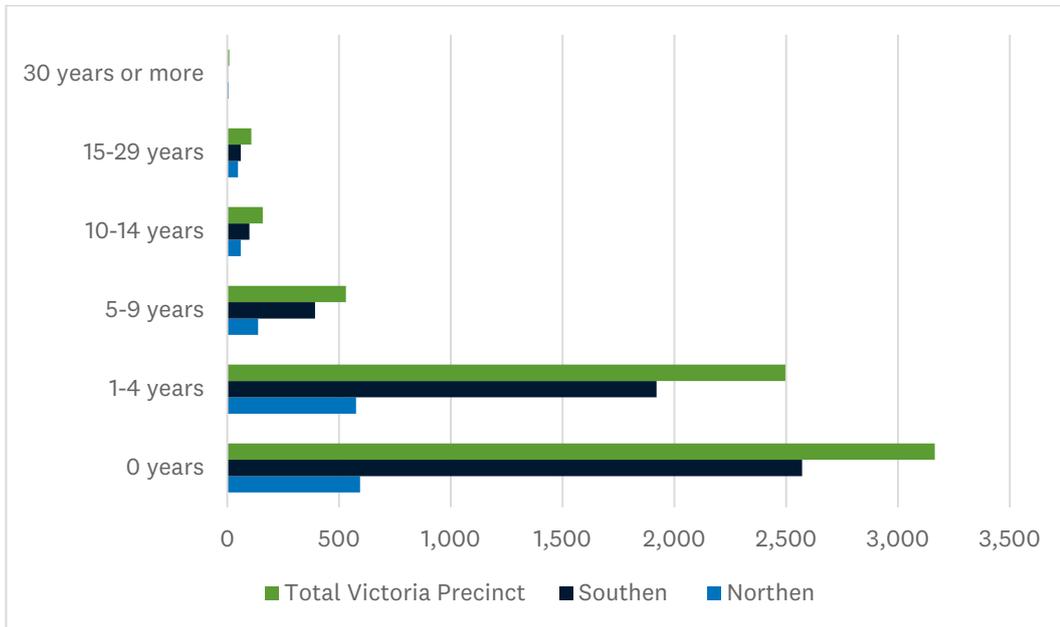
Figure 14: Victoria Quarter – Usual Residence 5 Years Ago 2023



Sixteen per cent (1080 people) were in the same residence 5 years prior to the 2023 Census, and 4053 (62%) were living elsewhere in New Zealand.

## Years at usual residence

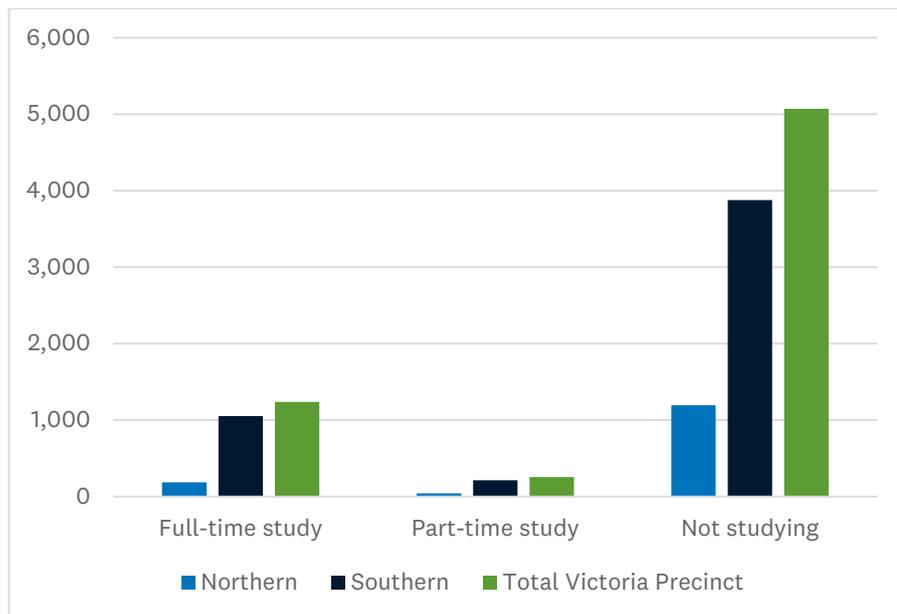
Figure 15: Victoria Quarter – Years at Usual Residence 2023



Almost half (3165 people or 49%) of usual residents in the precinct had lived at their residence for less than a year, and over a third (2496 or 39%) had lived at their residence between one and four years. This was similar to the wider city centre (51% and 36% respectively) but higher than the Auckland region (21% and 34%).

## Study participation

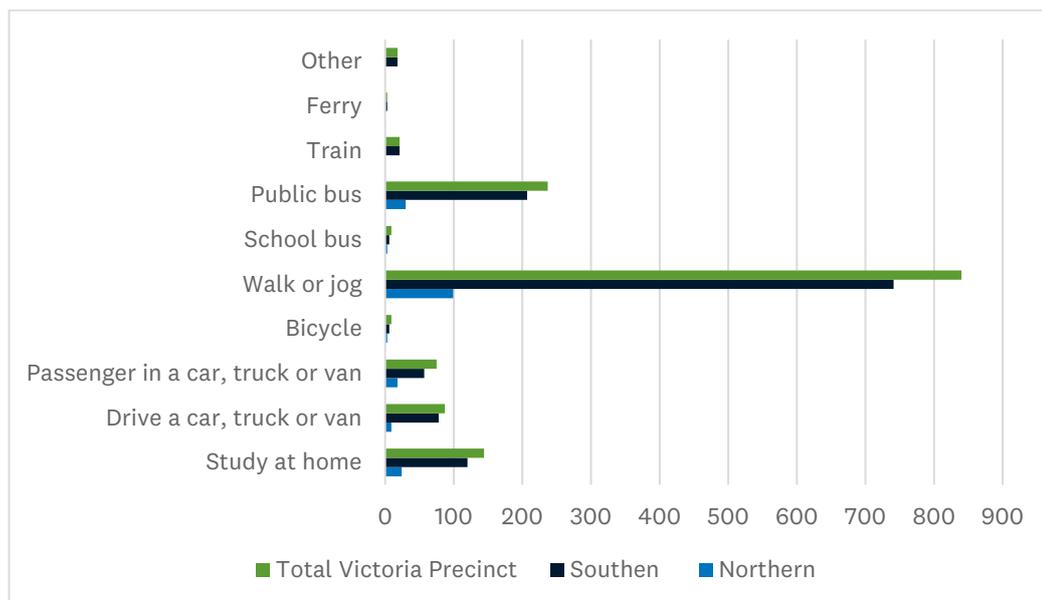
Figure 16: Victoria Quarter – Residents Studying – 2023



Almost one in four (23%) of usual residents (of all ages) were attending, studying or enrolled at a school or another place of education – most of that group studied full-time. Of those that were studying full time, the majority were located in the southern area – 186 versus 1053 residents.

## Transport to education

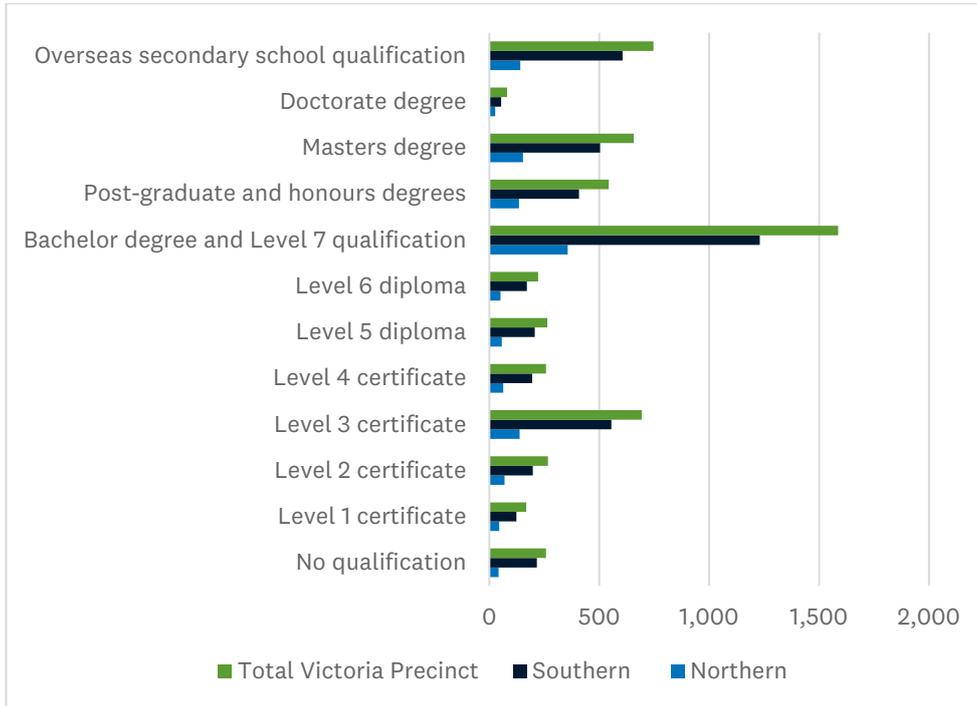
Figure 17: Victoria Quarter – Main Means of Travel to Education, by Usual Residence Address 2023



Walking or jogging was the most common mode of transport to education, undertaken by 840 people (11%). Public bus was the next most common, with 237 users.

## Highest qualification

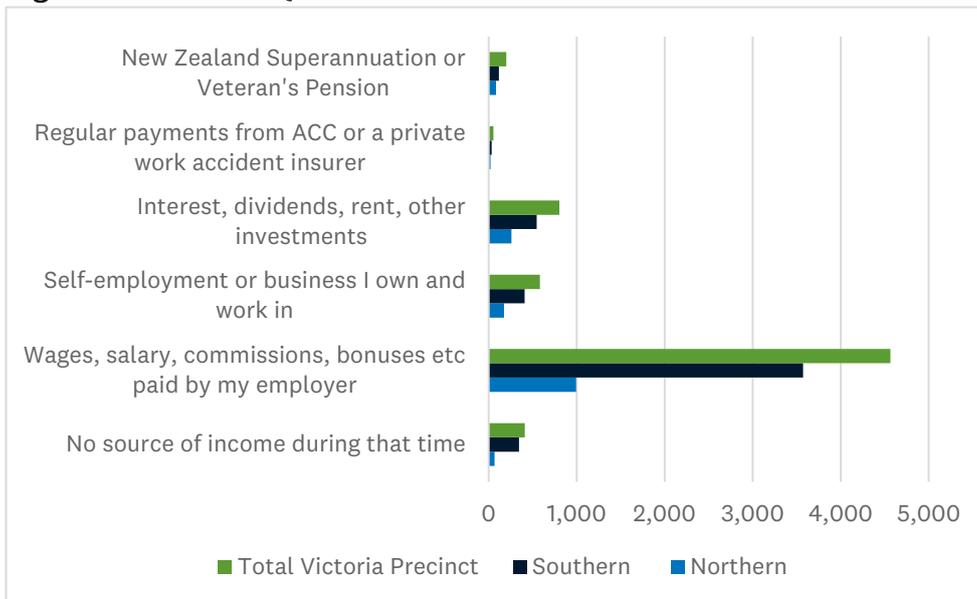
Figure 18: Victoria Quarter – Highest Qualification 2023



Bachelor degrees were the most common form of higher qualification (1587 people). Note, this data includes the usual resident population aged 15 years and over.

## Source of income

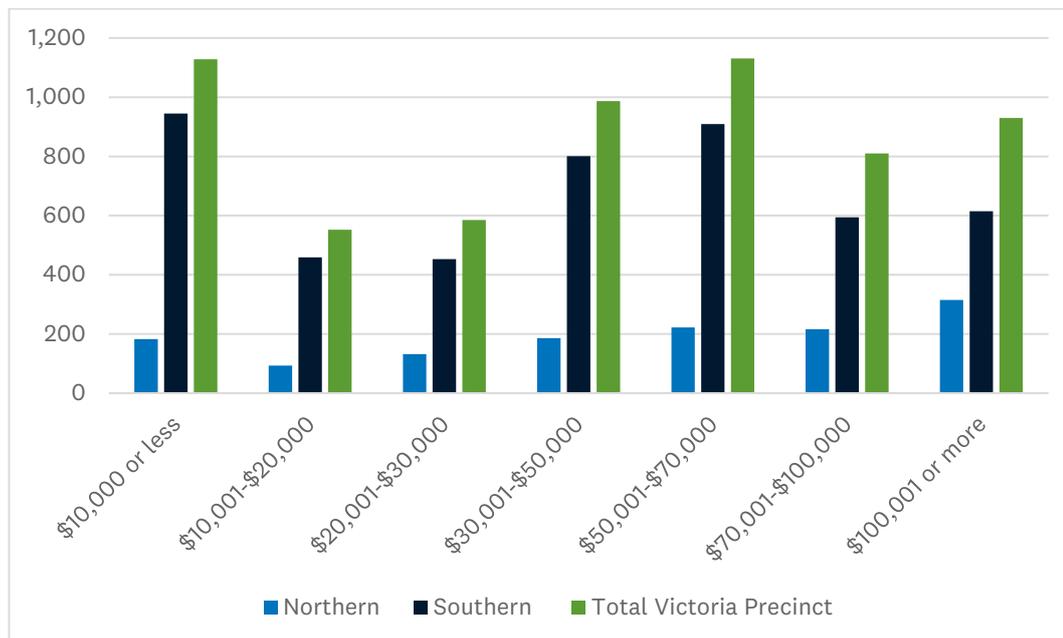
Figure 19: Victoria Quarter – Income Sources 2023



Three quarters (74%) of usual residents aged 15 and over received an income from wages, salaries, commissions and bonuses. Note that people will have received income from more than one source and these categories are not exclusive.

## Total personal income

Figure 20: Victoria Quarter – Total Personal Income 2023



Reported annual personal income ranged across the usually resident population aged 15 and over, with 18 per cent (1129 people) reporting a total personal income of \$10,000 or less and 15 per cent (930 people) reporting a total personal income of \$100,000 or more.

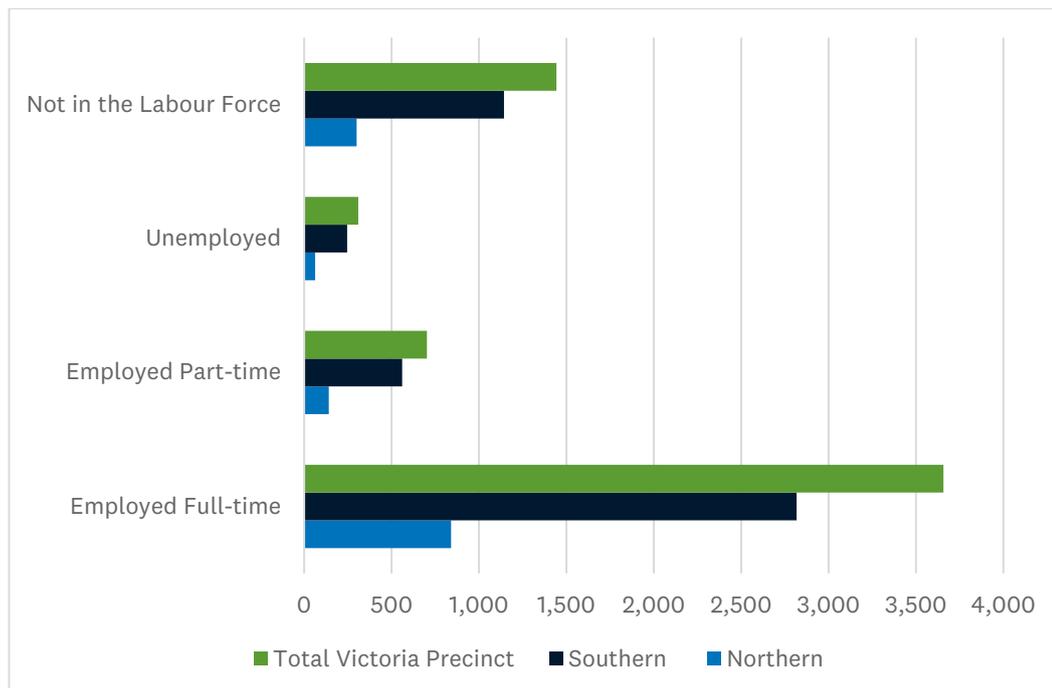
Table 4: Median (\$) – Total Personal Income

	Northern	Southern	Total Victoria Quarter Precinct
Median (\$) – Total Personal Income	\$57,200	\$44,500	\$47,300

In 2023, the median personal income for those aged 15 and over was \$47,300. This was higher than the wider city centre at \$40,100 (excluding Karanghape Road West mesh block), and the Auckland region (\$44,700), however lower than the Te Poari ā-Rohe o Waitematā/Waitematā Local Board area (\$51,300).

## Work and labour force status

Figure 21: Victoria Quarter – Work and Labour Force Status 2023



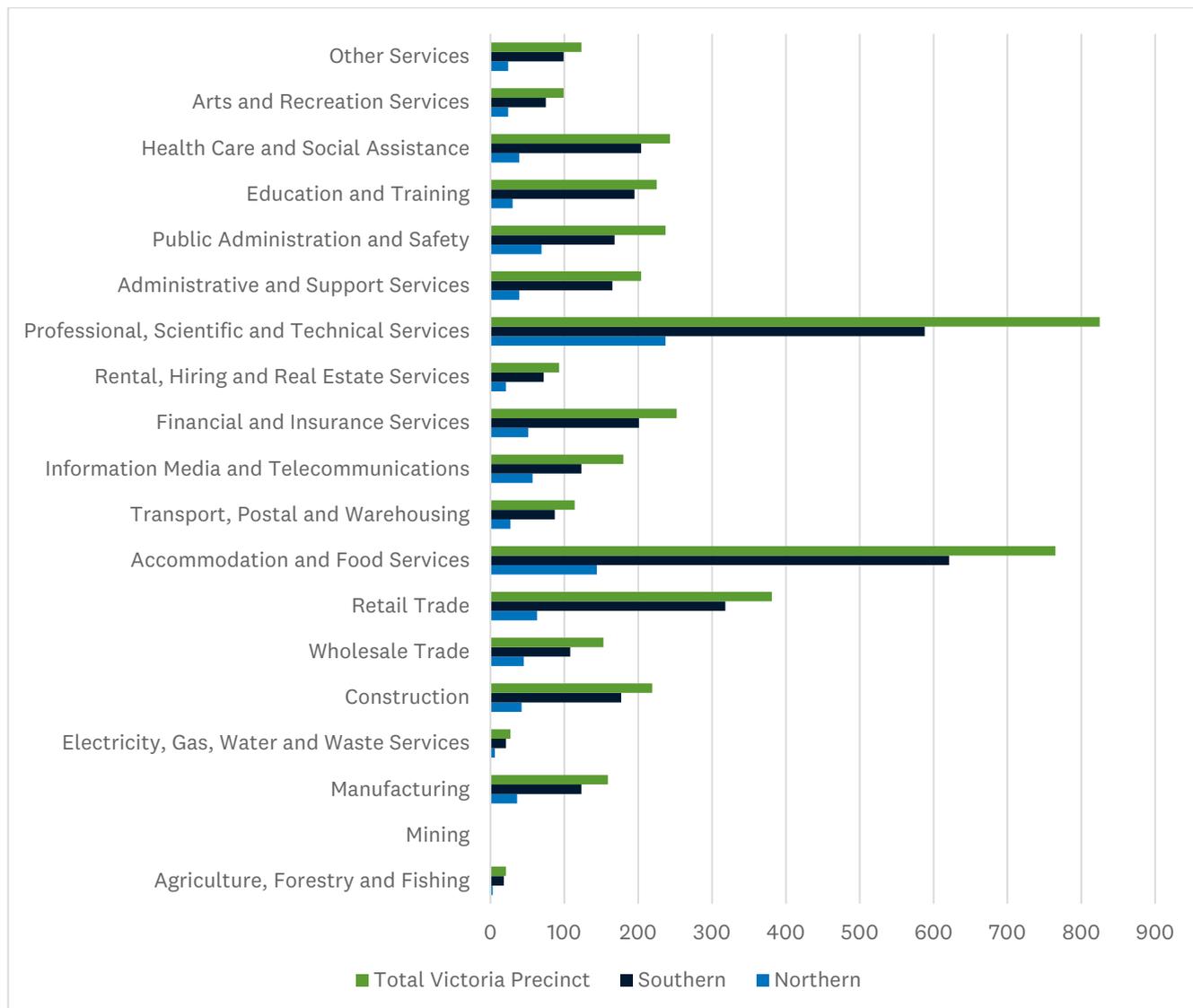
In 2023, the majority of employed individuals aged 15 and over in the Victoria Quarter precinct worked full-time – 3,657 people.

The number who were unemployed was relatively low, at 309, which was about 6 per cent of the total workforce (employed full-time, part-time, and unemployed).

One in four (1,443 people or 24%) usual residents aged 15 and over were not in the labour force. This will include students, retirees, or those choosing not to work.

## Industry worked in

Figure 22: Victoria Quarter – Industry Worked In 2023



Among those aged 15 and over who were employed at the 2023 Census, the largest number were employed in the Professional Scientific and Technical Services industry (825 people or 19%), followed by Accommodation and Food Services (765 or 18%).

## Occupation

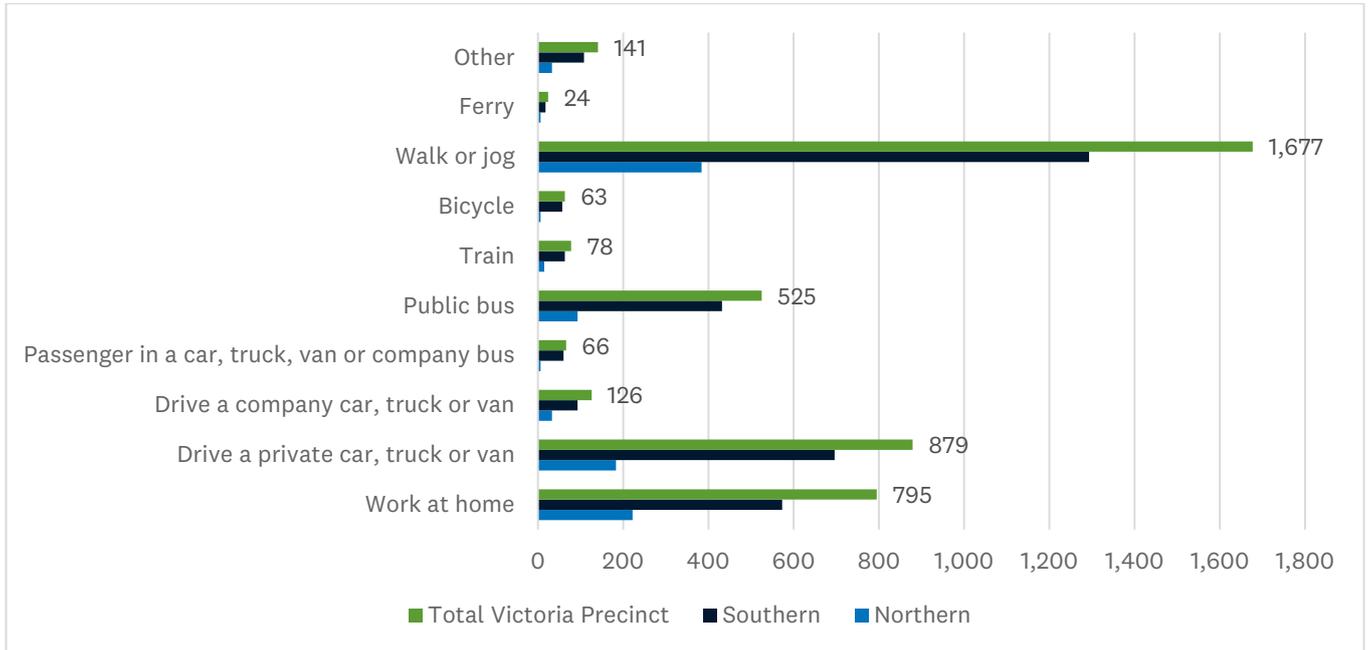
Figure 23: Victoria Quarter – Occupation 2023



Residents of the Victoria Quarter aged 15 and over who were employed at the 2023 Census worked in a range of occupations. The largest number were employed as Professionals (1539 people or 35%), followed by Managers (660 or 15%).

## Main means of travel to work

Figure 24: Victoria Quarter – Main Means of Travel to Work, 2023



Almost one in five (18%) of the 4374 usual residents in the Victoria Quarter aged 15 and over who were employed at the 2023 Census worked from home on Census day.

Among those who travelled to work that day, the largest number stated they walked or jogged (1677 people or 38% of all employed residents), followed by use of a private vehicle (including cars, trucks, or vans) (879 people or 20%) and public bus (525 people or 12%).

These results do not tell us where employed usual residents worked and how far they had to travel to work. It is also important to note that residents may have used more than one mode to get to work, this question measures the ‘main means of travel’ e.g. over the longest distance.

## 4 Further Information

For further information and updates on Victoria Quarter projects in the centre centre, planned and delivered by Te Kaunihera o Tāmaki Makaurau / Auckland Council, please refer to:

- Projects AKL website [Project AKL : Home](#) or
- [Auckland Urban Development Office \(AUDO\) | Formerly Eke Panuku Development Auckland - Auckland Council](#)



