Chapter 1

CSU, Northridge Student Population of Fall, 1995

In determining the student population at California State Northridge in Fall 1995, the Office of Institutional Research Strategic Management Systems used information downloaded from the University’s Student Information Management System (SIMS). While these files may not be a true indication of students’ origins (reported addresses included student housing, apartments, and post office boxes), the information is a true reflection of the students’ area of residence during Fall, 1995.

The data files were geocoded, or assigned locations, in several ways. First, students were aggregated by reported zip codes. Second, the latitude and longitude of each address within Los Angeles and Ventura counties was determined using ArcView software and street files purchased from GDT Incorporated. From this process, 21,356 of the students were successfully matched. The encompassing census tract was then determined for each latitude and longitude value. Finally, the straight line distance to the campus was computed. All of this information was appended to the students’ records.

In Fall 1995, enrollment at California State University, Northridge stood at 25,153. Based upon the above method of geocoding, Institutional Research determined that 23,747 of Cal State Northridge’s students were located in the five-county area of Los Angeles, Orange, Riverside, San Bernardino, and Ventura. Though attendance dropped off quickly with increased distance from campus, California State University, Northridge drew well from the areas of Simi Valley in Ventura County and Santa Clarita to the north. In the south, where competition exists from the University of California at Los Angeles, the University of Southern California, California State University, Los Angeles, and a number of private institutions, the draw was considerably less.

The majority of students attending California State University, Northridge in 1990 and 1995 lived in close proximity to the campus. Nearly sixty percent of students originated in the San Fernando Valley portion of Los Angeles County, and about sixteen percent lived in zip codes immediately surrounding the campus. A high percentage of students resided in local apartments and student housing. For example, in the combined region of zip codes 91325 and 91330, eighty-five percent of students lived in such complexes.

Table 1 shows attendance ranked by zip code. Zip 91325, which contains the campus, and zip 91330, a special code assigned to the campus, were the largest contributors of students. These zip code areas extend from Devonshire Boulevard on the north to Roscoe Boulevard on the south, and from Reseda Boulevard on the west to Balboa Boulevard on the east. Zip 91324 extends west from Reseda Boulevard.

<p>| Table 1. CSU Attendance from Top 15 ZIP Codes in 1995 |</p>
<table>
<thead>
<tr>
<th>ZIP</th>
<th>Location</th>
<th>1990 total</th>
<th>1995 total</th>
<th>Pct. Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>91325</td>
<td>Northridge</td>
<td>1461</td>
<td>1421</td>
<td>-2.7</td>
</tr>
<tr>
<td>91335</td>
<td>Reseda</td>
<td>817</td>
<td>692</td>
<td>-15.0</td>
</tr>
<tr>
<td>91344</td>
<td>Granada Hills</td>
<td>983</td>
<td>615</td>
<td>-37.2</td>
</tr>
<tr>
<td>91324</td>
<td>Northridge W</td>
<td>970</td>
<td>574</td>
<td>-40.4</td>
</tr>
<tr>
<td>91326</td>
<td>Porter Ranch</td>
<td>807</td>
<td>536</td>
<td>-33.3</td>
</tr>
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<td>91331</td>
<td>Pacoima</td>
<td>672</td>
<td>518</td>
<td>-23.4</td>
</tr>
<tr>
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<td>478</td>
<td>2.9</td>
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<tr>
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<td>West Hs/ConejoPk</td>
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<td>Reseda</td>
<td>414</td>
<td>336</td>
<td>-19.3</td>
</tr>
</tbody>
</table>

Pct of 5-Co Attendance: 30.2 33.7

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Figure 1 on the left shows the distribution of students for areas outside of CSU, Northridge’s service area. Similar to the attendance around the campus, enrollment is higher for the nearby counties of San Diego, Santa Barbara and Kern and less for the more distant counties to the north.

Attendance from other states was also generally low, with Massachusetts sending the most students. Note: Due to the fact that some students registered their local address, rather than their originating address, out-of-state, or foreign reported totals may be lower than actual.

The average distance to California State University, Northridge was computed using the matched-addresses in Los Angeles and Ventura counties. Each bar in Figure 2 represents the number of students that lived within one-mile rings surrounding the campus. The first large dip in the bars can be attributed to the presence of mountains at the edge of the San Fernando Valley. In 1990-95, the nearest Ventura County students lived 7.5 miles from the campus.

Since each incremental ring encompasses more area, the density of students was also computed, and is represented by the heavy black line. Its sharp drop attests to the rapid drop-off in attendance given increased distance/travel time.

Table 2 gives a breakdown of the average distance to the campus for various student and staff categories.
Five-County Area
Number of Students Attending
California State University, Northridge
Fall, 1995
By ZIP Code
California State University, Northridge Service Area Research Project
map produced by
Professor Eugene Turner
Department of Geography
Data: California State University, Northridge Office of Institutional Research.
The map at left provides a detailed view of student distribution in the defined service area. A heavy gray line delineates the smaller service regions within the larger area.

Figure 3 shows the distribution of students within the various service regions. The San Fernando Valley Region accounted for over fifty-seven percent of all students (address matched) attending the campus in 1995.
While groups of students lived in apartments throughout the service area, most were concentrated within the San Fernando Valley region. The greatest concentration of students in a single apartment complex was found within a half-mile of the campus. Only one apartment complex (with a residency of ten students) near Ventura and Lindley, exceeded the occupancy cutoff of four students.

It is important to note that when the map at right was produced, many of the large apartment complexes near the campus on Lassen and Reseda were still closed or undergoing repairs from the January, 1994 earthquake. Student housing, however, was still in operation (as indicated by the large squares along Zelzah Avenue).
Ventura County - Malibu Service Region
Number of Students Attending
CSU, Northridge, Fall, 1995

California State University, Northridge
Service Area Research Project

map produced by
Professor Eugene Turner
Department of Geography

Data: California State University, Northridge Office of Institutional Research.
The map at left displays student enrollment for Fall, 1990. Total enrollment for this term was recorded at 30,131. In 1995, enrollment had dropped to 25,153.

The map at right shows the change in enrollment between 1990 and 1995. Within the five-county area, enrollment dropped from 29,723 in 1990 to 23,747 in 1995. The 20.1 percent decrease was spread over the entire service area, though more significant declines occurred in areas of high student populations. Increases occurred in a few areas. A large increase near the campus can be attributed to the opening of student housing after 1990. Adjustments in zip code boundaries may account for some changes within the five-year period.
Service Area
Number of Persons Attending College, 1990
California State University, Northridge Service Area Research Project

map produced by
Professor Eugene Turner
Department of Geography

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