SERVICE AREA RESEARCH PROJECT
ENROLLMENT
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ENROLLMENT

California State University, Northridge
Service Area Research Project (SARP)

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The California State University, Northridge Service Area Research Project (SARP) is a program of the University’s Office of Institutional Research, operating in cooperation with the Department of Geography. The program began in 1995 as an integral part of Institutional Research’s comprehensive restructuring. Its mission, to investigate the essential attributes of the University’s service area - an area extending over much of Los Angeles and Ventura counties and touching upon San Bernardino, Riverside, and Orange counties, is one of great importance. If the University wishes to serve its members in an intelligent, efficient, and distinguished manner during the next decade and century, it must be thoroughly informed of the region’s complex demographic landscapes, and changes within its diverse and distinct populations.

In its initial stages, the project is defining the broad geographic patterns of population, educational attainment, wealth, ethnicity, and other socioeconomic conditions that promise to challenge the campus community in years to come. It also is analyzing whom the University serves and where its students come from. Such information is essential if those responsible for the University, be they faculty, administrators, staff, and/or legislators, are to make informed decisions on a broad range of strategic issues.

One essential part of any intelligent information management environment is the ability to distill vast quantities of statistical data into brief, meaningful forms for effective analysis, communication, and administrative action. To facilitate this particular function, a core stand-alone computing environment was created to serve the special needs of a modern Office of Institutional Research. The California State University, Northridge Strategic Management System (SMS) combines the advantages of decision support systems, combines the advantages of decision support systems, executive information systems, and data warehouses optimized for an academic and research environment. The Strategic Management System directly improves Institutional Research’s productivity and innovation by facilitating research and analysis endeavors.

Data used in this publication were acquired from the Student and Human Resource Management System, the United States Bureau of the Census, the Wessex and GDT Street files, and the Claritas Corporation, a nationally known company providing current data appropriate for demographic and marketing research. Statistical tables from this corporation, the 1990 United States Census, and student records were digitally processed, analyzed, and displayed by the Department of Geography and Institutional Research.

The Department of Geography was instrumental in defining the service area and regions, in creating service area base maps that show defining physical features such as streets, tracts, schools, etc., and in developing a prototype publication series that tests the feasibility of employing technology to better understand the University’s service area residents. It also created an integrated digital mapping system that shows all of metropolitan Southern California, the actual service area of the University containing ninety percent of its students, and each of five geographically defined service regions contained in the service area.

The new data acquisition and information delivery systems developed for this project have laid the groundwork for further maps, tables, reports, and service area atlases. Eventually, a web site will also be created and made accessible to members of the campus community and its constituents.
This publication presents four dimensions of the general characteristics of the distribution of California State University Northridge’s student population in the Fall of 1995. The first section presents data on actual attendance by ZIP code or census tract for 1995 and 1990. The second section shows the distribution of all persons enrolled in college in 1990. To better visualize what proportion of all 18-year olds are attending a college, the third section presents maps of the percent of persons aged 18 and older enrolled in a college. The fourth section attempts to better define what proportion of all students attend California State University Northridge. The section and atlas culminate in three color maps which compare enrollments at Northridge to neighboring state universities. These maps clearly demonstrate in what areas the Northridge campus predominates.

Student addresses were aggregated into census tracts so that the student data might be better related to demographic information published by the U.S. Bureau of the Census. In addition, student data from UCLA and the neighboring CSU campuses were processed in order to define transitional areas between California State University Northridge and those campuses. All mapped data are presented by census tract unless otherwise specified.

The maps reflect the mailing addresses of the students and may not reveal the origin of the student. A large number of students live near the campuses especially in apartments, but they likely moved there from some other location. A number of students did not provide a street address, but used a post office box which could not be address matched. In general, California State University Northridge like many of the CSU schools draws heavily from the surrounding area. Outside the San Fernando Valley the communities of Simi Valley, Ventura, Oxnard, Santa Clarita and Lancaster contribute a large number students.

Students live an average of 12.6 miles from the Northridge campus and tend to live more north and west of the campus than south and east of it. The distance may be slightly inflated from normal since at the time of the survey many of the large apartment buildings around the campus were still closed because of the 1994 earthquake. As a comparison, all faculty and staff live an average of 9.7 miles from the campus. Relatively few students have indicated addresses outside the Los Angeles-Ventura County area.

When the 1995 data are compared to the 1990 data nearly all census tracts show a drop in attendance. This is likely due to a series of factors including declines in the local and national economy, several years of increased tuition, out migration from Los Angeles County, and the 1994 earthquake. Increases are shown at the campus due to the opening of student housing and in a few fringe areas.

When compared to the neighboring State campuses (USC was not included), the Northridge campus attracts the majority of students from throughout the San Fernando Valley, northern Los Angeles County and Ventura County. An exception occurs in the Westlake-Thousand Oaks portion of Ventura County where UCLA attracts virtually all the students. In some census tracts this amounts to over 20 students. An examination of the data reveals a number of Northridge students with Thousand Oaks addresses, but all are located at post offices. Even when UCLA enrollments are omitted, other CSU campuses out draw Northridge in this area although the numbers are only one to three students. With UCLA enrollments omitted, California State University Northridge’s area of influence extends southward over the Santa Monica Mountains to Marina Del Rey and West Hollywood.
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.

<table>
<thead>
<tr>
<th>Zip</th>
<th>Location</th>
<th>1990 total</th>
<th>1995 total</th>
<th>Pct. Change</th>
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</thead>
<tbody>
<tr>
<td>91325</td>
<td>Northridge</td>
<td>1661</td>
<td>1421</td>
<td>-19.1</td>
</tr>
<tr>
<td>91335</td>
<td>Reseda</td>
<td>817</td>
<td>692</td>
<td>-18.1</td>
</tr>
<tr>
<td>91344</td>
<td>Granada Hills</td>
<td>983</td>
<td>615</td>
<td>-37.6</td>
</tr>
<tr>
<td>91324</td>
<td>Northridge W</td>
<td>900</td>
<td>574</td>
<td>-35.6</td>
</tr>
<tr>
<td>91326</td>
<td>Porter Ranch</td>
<td>807</td>
<td>536</td>
<td>-32.8</td>
</tr>
<tr>
<td>91331</td>
<td>Pacoima</td>
<td>500</td>
<td>518</td>
<td>3.6</td>
</tr>
<tr>
<td>91343</td>
<td>North Hills</td>
<td>587</td>
<td>486</td>
<td>-17.4</td>
</tr>
<tr>
<td>91342</td>
<td>Li’l View Terr</td>
<td>454</td>
<td>478</td>
<td>5.3</td>
</tr>
<tr>
<td>91304</td>
<td>West McCanogiPk</td>
<td>683</td>
<td>466</td>
<td>-32.4</td>
</tr>
<tr>
<td>91306</td>
<td>Canoga Park</td>
<td>548</td>
<td>444</td>
<td>-19.1</td>
</tr>
<tr>
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<td>Chatsworth</td>
<td>706</td>
<td>434</td>
<td>-39.1</td>
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<td>Sim Valley W</td>
<td>505</td>
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</tr>
<tr>
<td>93063</td>
<td>Sim Valley E</td>
<td>510</td>
<td>358</td>
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</tr>
<tr>
<td>91402</td>
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<td>332</td>
<td>337</td>
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</tr>
<tr>
<td>91406</td>
<td>Reseda</td>
<td>414</td>
<td>336</td>
<td>-22.2</td>
</tr>
</tbody>
</table>

Pct of On-Campus Attendance: 30.2

Table 1. CSUN Attendance from Top 15 ZIP Codes in 1995
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

Average Student Distance from CSU, Northridge

Number of Students
- 100
- 500
- 1500

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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.

Figure 3 Number of Students from SARP Regions
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.

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CALIFORNIA STATE UNIVERSITY
NORTHRIDGE
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.
Five-County Area
Change in Enrollment
California State University, Northridge
Fall, 1990 to 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.
Chapter 2

College Market
1990

The SARP map at left, as well as the regional maps following, detail the number of persons attending college in 1990 (as reported by the US Census). Large population clusters can be seen centering around college campuses, particularly in Westwood near the University of California, Los Angeles (UCLA), and the area west of Downtown (near the University of Southern California (USC). A large number of students can also found along a band running from Hollywood eastward through Glendale to Pasadena.

With regards to the San Fernando Valley, 1990 college attendance was higher near the Northridge campus, and lower in outlying areas such as Encino, West Hills, and Porter Ranch. Numerous Valley locations, in fact, recorded lower levels of attendance than other parts of the service area. Documented attendance in Santa Clarita, for instance, was comparatively high.
Southern Service Region
Number of Persons Attending College, 1990
California State University, Northridge Service Area Research Project
map produced by Professor Eugene Turner Department of Geography
Number of Persons Attending College

- 100
- 1000
- 4000

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Ventura County -
Malibu Service Region
Number of Persons
Attending College, 1990

California State University, Northridge
Service Area Research Project

map produced by
Professor Eugene Turner
Department of Geography

Service Area
Percent of Persons Aged 18+ Attending College, 1990
California State University, Northridge Service Area Research Project

Data: United States 1990 Census
Summary Tape File 3.

Percent of Persons Aged 18+ in College
- 10
- 20
- 50
- 100

Data: Percentages are shown only for tracts with at least 20 persons aged 18+.
The percentage was computed by dividing the number of persons aged 3+ enrolled in college in 1990 by the number of persons aged 18+.
There are some college students under age 18, but this would have a negligible effect on the percentage.
Chapter 3

College Market Attraction
1990

The percentage maps of persons eighteen years of age or older enrolled in a college in 1990 are similar to the maps that detail the actual number of persons enrolled in a college. High percentages of students occur near California State University, Northridge, and the University of California, Los Angeles and the University of Southern California (CSUN, UCLA, and USC respectively).
Southern Service Region
Percent of Persons Aged 18+
Attending College, 1990
California State University, Northridge Service Area Research Project

map produced by
Professor Eugene Turner
Department of Geography

Percent of Persons
Aged 18+ in College

5
50
100

Data: United States 1990 Census
Summary Tape File 3.

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Data: Percentages are shown only for tracts with at least 20 persons aged 18+.
The percentage was computed by dividing the number of persons aged 3+ enrolled
in college in 1990 by the number of persons aged 18+. There are some college students
under age 18, but this would have a negligible effect on the percentage.
Ventura County - Malibu Service Region
Percent of Persons 18+
Attending College, 1990

California State University, Northridge
Service Area Research Project

Percent of Persons Aged 18+ in College

Data: United States 1990 Census
Summary Tape File 3.

Data: Percentages are shown only for tracts with at least 20 persons aged 18+. The percentage was computed by dividing the number of persons aged 18+ enrolled in college in 1990 by the number of persons aged 18+. There are some college students under age 18, but this would have a negligible effect on the percentage.

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Percent of Persons Aged 18 And Older Attending College

North Los Angeles County Service Region

Percent of Persons Aged 18 And Older Attending College

California State University, Northridge Service Area Research Project

map produced by
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Department of Geography

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Data: United States 1990 Census
Summary Tape File 3.

Percentages are shown only for tracts with at least 20 persons aged 18 and older. The percentage was computed by dividing the number of persons aged 3 and older enrolled in college in 1990 by the number of persons aged 18 and older. There are some college students under age 18, but this would have a negligible effect on the percentage.

Califonia State University
Northridge

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Data: United States 1990 Census
Summary Tape File 3.
Service Area
Percent of Students Attending
CSU, Northridge, Fall, 1995

California State University, Northridge Service Area Research Project
map produced by
Professor Eugene Turner
Department of Geography


The estimate of students was computed by dividing the number of persons enrolled in college in 1990 by the number of persons 18 years of age and older. This proportion was multiplied by the Claritas estimate of the number of persons 18 years of age and older in 1995 to get an estimate of the number of students enrolled in college in 1995. The number of students enrolled at CSU, Northridge in the Fall of 1995 was divided by the estimated number of students in 1995 to get an estimate of the percent of students attending CSU, Northridge in the Fall of 1995.
While California State University, Northridge attracted a large number of students in Fall 1995, it still only captured a percentage of the total population. In order to determine this percentage (no census figures were available), the following calculations were made:

1) The number of students attending college in 1990 within each census tract was divided by the number of persons eighteen years of age or older. This yielded the proportion of students attending college (P1). 2) Making the assumption that the same proportion of students would also attend college in 1995, the estimated number of persons eighteen years old and older in 1995 (Claritas, Inc.) was multiplied by the proportion (P1) to get a 1995 estimate of the number of persons attending college. 3) The number of students attending this campus in 1995 was then divided by the estimated number of persons attending college to get a rough estimate of the percentage of all students attending California State University, Northridge.

The SARP map at left and succeeding region maps suggest that California State University, Northridge is drawing a greater proportion of students from the northern and western portions of the San Fernando Valley. In 1990-95, about fifteen to twenty percent of California State University, Northridge’s students came from these areas. Other areas of high percentage were found in Hollywood, Glendale, Simi Valley, and Santa Clarita.

Three final maps compare attendance at California State University Northridge to that of neighboring state universities. The first (Page 34) map shows those students attending UCLA and the California State Universities at Northridge, Los Angeles, and Dominguez Hills. The second map indicates with a color the university that draws the majority of students. The percent of students drawn to a campus is indicated by the intensity of the color. This map clearly indicates where the transition areas are between the campuses. Generally students congregate around the nearest campus. However, most students in the Westlake-Thousand Oaks area attend UCLA rather than Northridge. An examination of the data reveals that a number of Northridge students have a Thousand Oaks post office box, but none have street addresses.

The final map presents only student attendance at one of the CSU campuses. With UCLA removed Northridge extends its area of influence southward to Marina Del Rey and West Hollywood.

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Percent of All Students Attending CSU, Northridge

map produced by Professor Eugene Turner
Department of Geography

Data: Percentages are shown only for tracts with at least 20 total students.
The estimate of students was computed by dividing the number of persons enrolled in college in 1990 by the number of persons 18 years of age and older. This proportion was multiplied by the Claritas estimate of the number of persons 18 years of age and older in 1995 to get an estimate of the number of students enrolled in college in 1995. The number of students enrolled at CSU, Northridge in the Fall of 1995 was divided by the estimated number of students in 1995 to get an estimate of the percent of students attending CSU, Northridge in the Fall of 1995.
San Fernando Valley Service Region
Percent of All Students Attending CSU, Northridge, Fall, 1995

California State University, Northridge Service Area Research Project

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Department of Geography

Data: Percentages are shown only for tracts with at least 20 total students.
The estimate of students was computed by dividing the number of persons enrolled in college in 1990 by the number of persons 18 years of age and older. This proportion was multiplied by the Claritas estimate of the number of persons 18 years of age and older in 1995 to get an estimate of the number of students enrolled in college in 1995. The number of students enrolled at CSU, Northridge in the Fall of 1995 was divided by the estimated number of students in 1995 to get an estimate of the percent of students attending CSU, Northridge in the Fall of 1995.
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North Los Angeles County Service Region
Percent of Students Attending CSU, Northridge, Fall, 1995

California State University, Northridge Service Area Research Project

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Percentages are shown only for tracts with at least 20 total students.
The estimate of students was computed by dividing the number of persons enrolled in college in 1990 by the number of persons 18 years of age and older. This proportion was multiplied by the Claritas estimate of the number of persons 18 years of age and older in 1995 to get an estimate of the number of students enrolled in college in 1995. The number of students enrolled at CSU, Northridge in the Fall of 1995 was divided by the estimated number of students in 1995 to get an estimate of the percent of students attending CSU, Northridge in the Fall of 1995.
Student Population Patterns
At Four Selected Universities
Fall, 1995
By Census Tract

Each Dot Represents Three Students

- **CSU, Northridge**
- **CSU, Los Angeles**
- **CSU, Dominguez Hills**
- **UCLA**

Data: California State University, Northridge Office of Institutional Research

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Dominant Areas of Attendance
For Four Selected Universities
Fall, 1995
By Census Tract

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.

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Dominant Areas of CSU Attendance
For Three Selected Universities
Fall, 1995
By Census Tract
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.

Gray land areas indicate no address-matched students.

Color Indicates Campus Receiving the Majority of the Student Enrollment

Percent of Matched Students Attending the Predominant Campus

0 - 50.0
50.1 - 58.8
58.9 - 68.4
68.5 - 78.9
79.0 - 100

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