Chapter 4

CSU, Northridge Market Penetration
Fall, 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.
Southern Service Region
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

Percent of All Students Attending CSU, Northridge

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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.
Ventura County - Malibu Service Region
Percent of All Students Attending
CSU, Northridge, Fall, 1995

California State University, Northridge
Service Area Research Project

map produced by
Professor Eugene Turner
Department of Geography

Data: United States 1990 Census Summary Tape File 3
and CSU, Northridge Office of Institutional Research.

Percent of All Students Attending CSU, Northridge

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 1995 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.
North Los Angeles County Service Region
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

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.

West San Gabriel Valley Service Region
Percent of Students Attending CSU, Northridge, Fall, 1995

Data: California State University, Northridge
Office of Institutional Research
Student Population Patterns
At 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.

Each Dot Represents
Three Students

- CSU, Northridge
- CSU, Los Angeles
- CSU, Dominguez Hills
- UCLA
- Selected universities shown with a star.

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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.

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

Fall, 1995 Enrollment
California Addresses
LA Co. ZIP Codes
LA Co. Matched Addresses
Ventura Co. ZIP Codes
Orange Co. ZIP Codes
Dominant Areas of CSU Attendance
For Three Selected Universities
Fall, 1995
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