



CALIFORNIA STATE UNIVERSITY  
**NORTHRIDGE**  
ACADEMIC AFFAIRS

**SERVICE AREA RESEARCH PROJECT**

# ENROLLMENT

Produced by:  
OFFICE OF INSTITUTIONAL RESEARCH.  
DEPARTMENT OF GEOGRAPHY.

Inquiries concerning this publication, its contents, the data and systems used to produce it, and other resources and initiatives of the University Service Area Research Project should be directed to:

Office of Institutional Research  
California State University, Northridge  
Northridge, California 91330  
Telephone: (818) 677-3277  
Fax: (818) 677-5080

# ENROLLMENT

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

**Dr. Blenda Wilson, President of the University  
Dr. Louanne Kennedy, Provost of the University**

**Atlas created by**

**Professor Eugene Turner**  
Department of Geography

**Dr. Hans Ladányi**  
Office of Institutional Research

Judy Sternberg, Programmer    Javier Hidalgo, Research Technician    Sabrina Urmos, Production Assistant

Dr. Hans Ladányi, Director    Sujen Sun, Staff Systems Analyst

Dr. William Bowen, Geographer    Dr. Eugene Turner, Geographer    Dr. I-Shou Wang, Department Chair

Office of Institutional Research

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.

# TABLE OF CONTENTS

## 1. CSUN Student Attendance

Five-County Area ZIP Codes, 1995	7
Campus Service Area, 1995	8
CSU, Northridge Students in Apartments	9
Southern Service Region	10
San Fernando Valley Service Region	11
Ventura - Malibu Service Region	12
North Los Angeles County and W. San Gabriel Valley Service Regions	13
Five-County Area: Attendance in 1990	14
Five-County Area: Attendance Change, 1990-95	15

## 3. College Market Attraction

Percentage of Persons 18 and Older Enrolled in a College	
Campus Service Area	22
Southern Service Region	24
San Fernando Valley Service Region	25
Ventura - Malibu Service Region	26
North Los Angeles County and W. San Gabriel Valley Service Regions	27

## 2. College Market

Persons Attending College	
Campus Service Area, 1990	16
Southern Service Region	18
San Fernando Valley Service Region	19
Ventura - Malibu Service Region	20
North Los Angeles County and W. San Gabriel Valley Service Regions	21

## 4. CSU, Northridge Market Penetration

Percentage of All Students Attending CSU, Northridge	
Campus Service Area	28
Southern Service Region	30
San Fernando Valley Service Region	31
Ventura - Malibu Service Region	32
North Los Angeles County and W. San Gabriel Valley Service Regions	33
Student Population Patterns	34
Dominant Areas of Attendance	35
Dominant Areas of CSU Attendance	36

# SUMMARY

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.