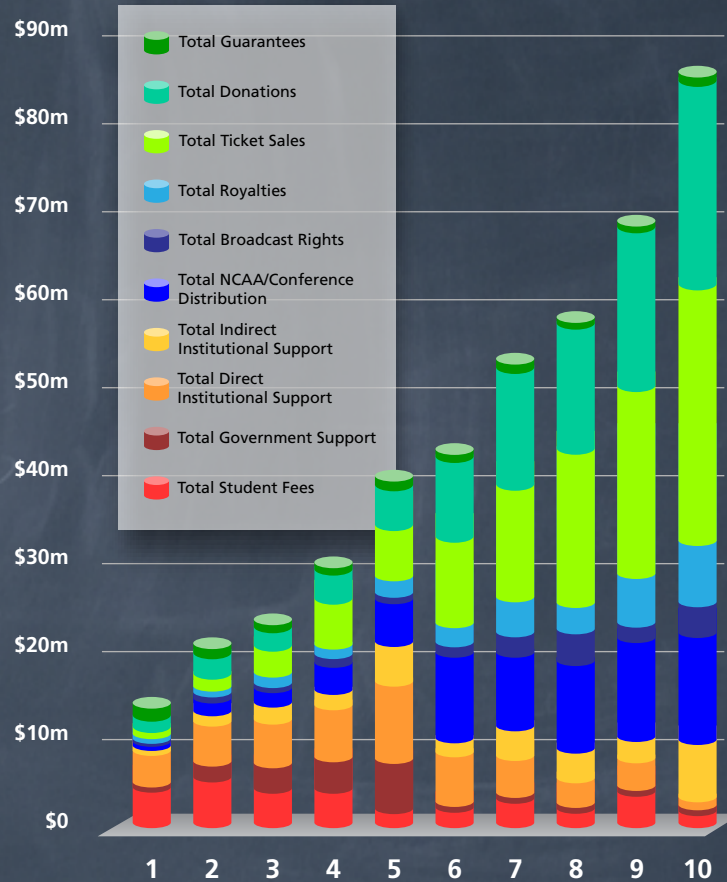


Figure 3a:

Where the money comes from

Averages for major revenue categories grouped by operating expense budget, 2007



These deciles, representing the 119 FBS institutions in 2007, are grouped by total athletics expenses as shown in Figure 2a. This table shows the averages for major revenues by category. All "generated" or "external" revenues are shown in green or blue and all "allocated" or "institutional" revenues are shown in a shade of red.

Data source: NCAA