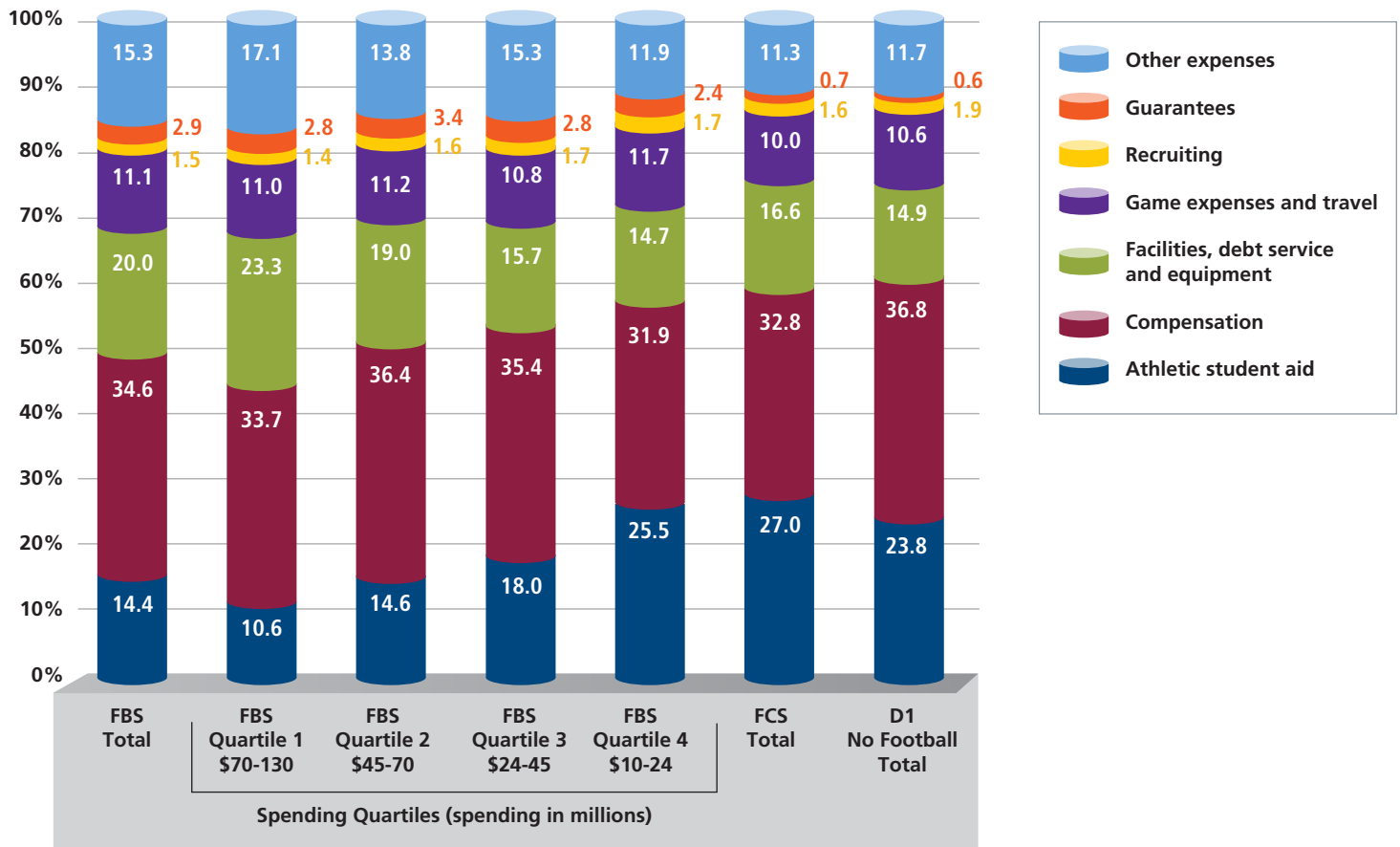


Figure 2:

Where the Money Goes...

Distribution of Athletic Expenditures for Division I Institutions, 2010



This figure shows the major operating expenses for each Division I Subdivision and each FBS Quartile. "Guarantees" are payments to visiting institutions for participation in home games. The "Other expenses" category includes medical, marketing, dues, spirit groups, sports camps, and other expenses.

The data are based on 97 public institutions classified in the Football Bowl Subdivision; 67 public institutions in the Football Championship Subdivision and 38 public institutions in Division I that do not sponsor football.

Note: This analysis includes 11 more non-FBS institutions than the analysis in Figure 1 since Figure 1 required inclusion of accurate unduplicated athlete counts. These data were not available in all cases.

Data Source: *USA Today's* NCAA Athletics Finance Database.

Source: Knight Commission on Intercollegiate Athletics, 2012.