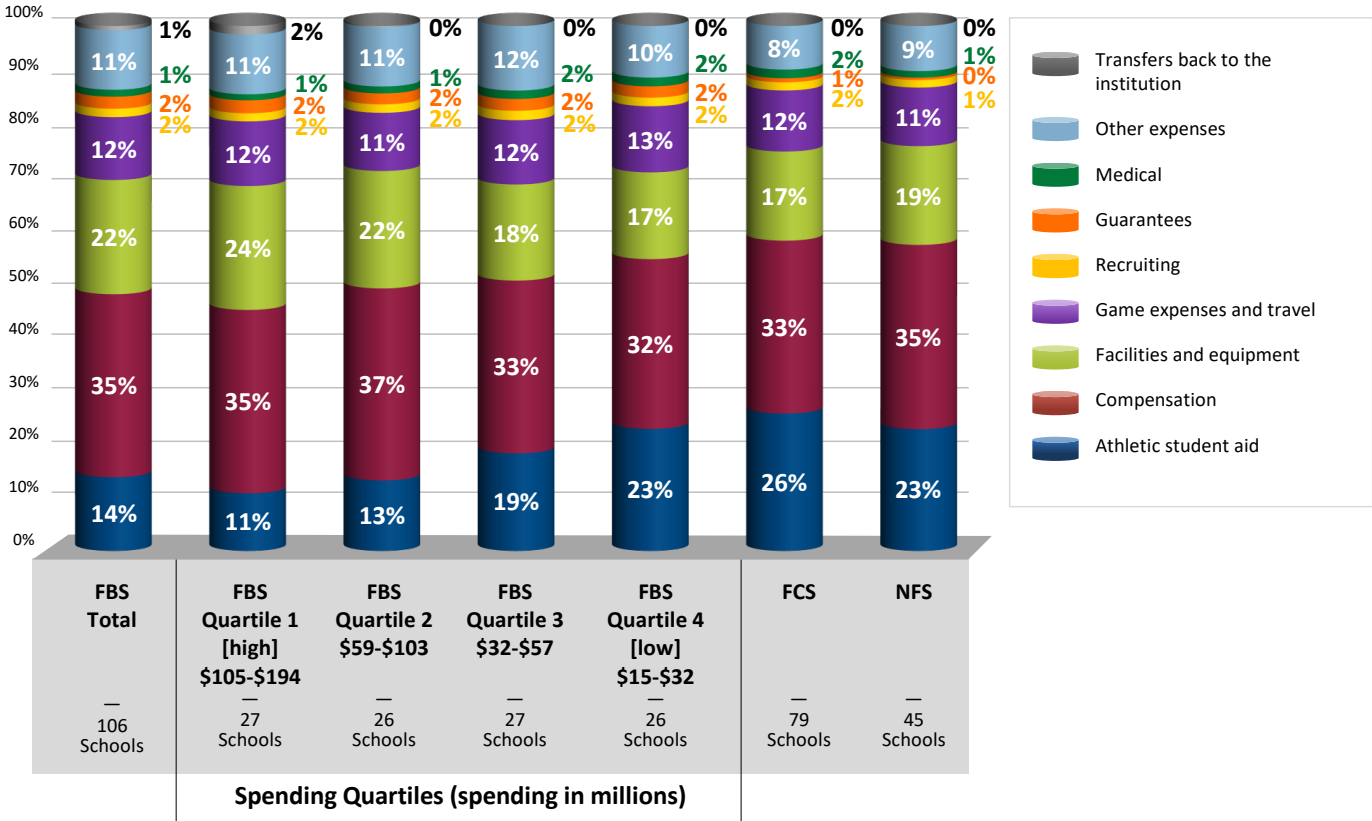


Where the Money Goes...

Distribution of Athletic Expenditures for Division I Public Institutions, 2016



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. “Facilities and equipment” includes athletics debt service. The “Other expenses” category includes overhead, marketing, dues, spirit groups, sports camps, meals, and other expenses.

The data are based on 106 public institutions classified in the Football Bowl Subdivision; 79 public institutions in the Football Championship Subdivision and 45 public institutions in Division I that do not sponsor football.

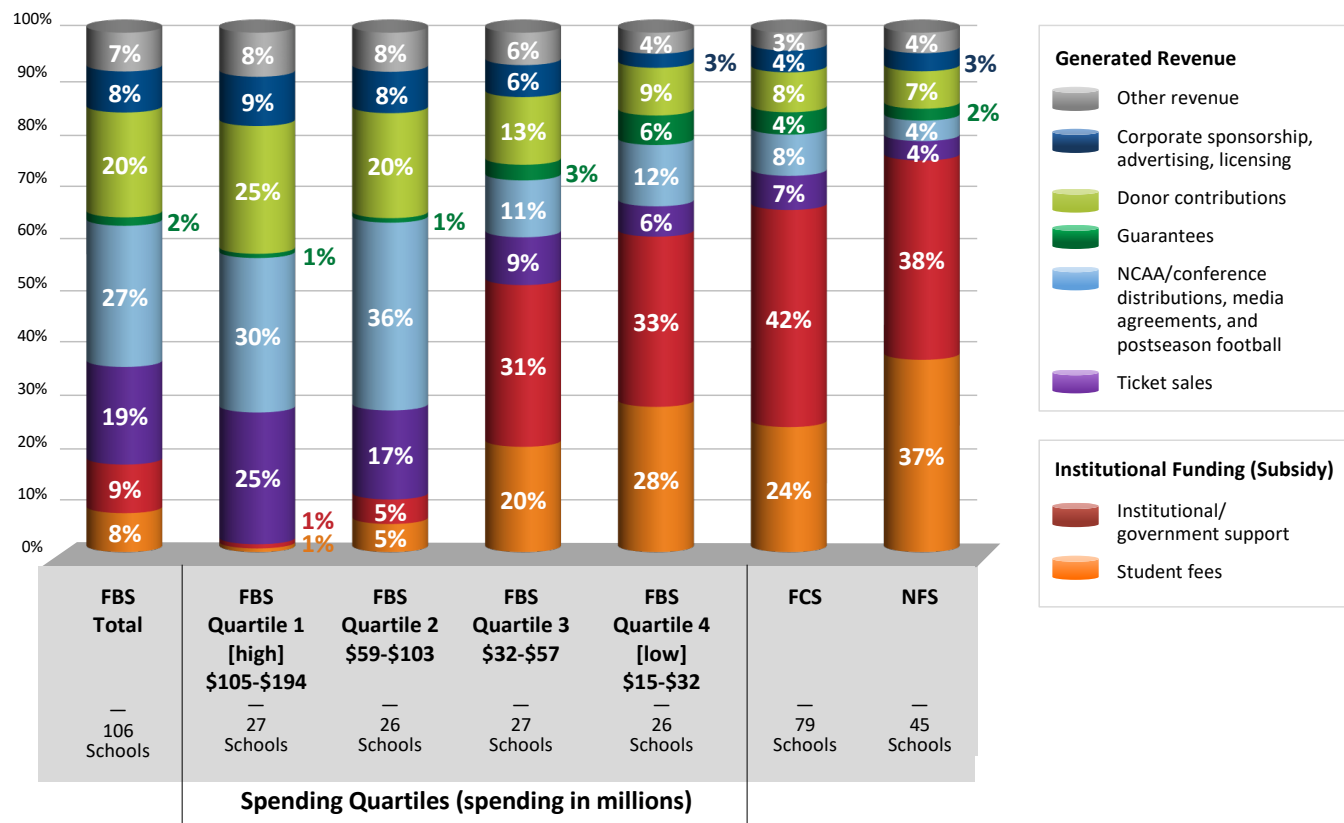
Data Source: USA Today’s NCAA Athletics Finance Database.

Source: Knight Commission on Intercollegiate Athletics, 2018.



Where the Money Comes From...

Sources of Athletic Budget Revenue for Division I Public Institutions, 2016



This graph shows the major operating revenues for each Division I Subdivision and each Spending Quartile in the Football Bowl Subdivision (FBS). "Ticket sales" are regular season ticket sales for all sports. "Guarantees" are revenues received for participation in away games. The "Other revenue" category includes concessions, endowments, sports camps, third party compensation, and other revenue. For 17 FBS institutions, "Institutional Funding (subsidy)" categories were reduced by the amount an athletics department transferred back to the university.

The data are based on 106 public institutions classified in the Football Bowl Subdivision; 79 public institutions in the Football Championship Subdivision and 45 public institutions in Division I that do not sponsor football.

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

Source: Knight Commission on Intercollegiate Athletics, 2018.