

## Benchmark is to spend at least 50% of Shared Athletics Revenue Distributions on Target Areas (C.A.R.E. 50% Benchmark)

If Column B divided by Column A is less than 50% (Column C), spending would require change (Column D).

*\*Data are based on a three-year average using 2017, 2018, & 2019 fiscal years*

*\*\*Median institution determined by its C.A.R.E. 50% Benchmark*

	Column A	Column B	Column C	Column D
Type of Institution	3-year Average of the Total Amount of Shared Athletics Revenue Distributions <b>received</b> by the median institution	3-year Average of the Total Amount <b>spent</b> on the target areas of Athlete Scholarships/Educational Benefits, Athlete Medical, Athlete Meals, and/or University Academics by the median institution	<b>C.A.R.E. 50% Benchmark</b> (Median Percentage of Shared Athletics Revenue Distributions spent on the target areas of Athlete Scholarships / Educational Benefits, Athlete Medical, Athlete Meals, and/or University Academics)	Total Amount the median institution must <b>reallocate and spend on athlete-centric areas</b> to meet the C.A.R.E. 50% Benchmark
Median <b>Power 5 public institution</b> that <u>does not</u> meet requirement (N=42)	\$53,738,452	\$19,421,293	36%	\$7,447,933
Median <b>Power 5 public institution</b> that meets requirement* (N=10)	\$52,803,449	\$32,014,439	61%	\$0
Median <b>Group of 5 public institution*</b> (N=55)	\$3,192,491	\$6,946,841	218%	\$0
Median <b>Football Championship Subdivision public institution*</b> (N=77)	\$669,410	\$3,350,295	501%	\$0
Median <b>Division I institution no football*</b> (N=44)	\$688,678	\$3,593,852	522%	\$0

\*All public institutions in these classifications meet the requirement using these data.

N = the number of public institutions in each specific category.

Data source: Knight-Newhouse College Athletics Database, using data reported by institutions on NCAA Financial Reports. ([knightnewhousedata.org](http://knightnewhousedata.org))

Only public institutions with data for all years and with no extreme data anomalies are considered in the summary analysis.