15-Year Trends in Division I Athletics Finances
<table>
<thead>
<tr>
<th></th>
<th>FBS</th>
<th>FCS</th>
<th>Division I Subdivision</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generated Revenues</strong></td>
<td>$61,994,000 ($5.7 million to $223.9 million)</td>
<td>$4,741,000 ($1.4 million to $40.1 million)</td>
<td>$3,566,000 ($875,180 to $24.7 million)</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$80,900,000 ($15.6 million to $223.9 million)</td>
<td>$19,924,000 ($3.9 million to $79.9 million)</td>
<td>$18,299,000 ($3.2 million to $50.9 million)</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$80,814,000 ($16.9 million to $220.6 million)</td>
<td>$20,096,000 ($4.1 million to $64.5 million)</td>
<td>$18,211,000 ($4.6 million to $50.9 million)</td>
</tr>
<tr>
<td><strong>Net Generated Revenue</strong></td>
<td>$18,790,000 ($65.3 million to $43.7 million)</td>
<td>$14,316,000 ($42.1 million to $2.2 million)</td>
<td>($14,397,000) ($42.5 million to $3.6 million)</td>
</tr>
</tbody>
</table>
## Median (and Range) 2019 Revenues and Expenses for Division I FBS Schools by Subdivision

<table>
<thead>
<tr>
<th></th>
<th>Autonomy</th>
<th>Nonautonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generated Revenues</td>
<td>$109,812,000 ($58.1 million to $223.9 million)</td>
<td>$14,226,000 ($5.7 million to $62.0 million)</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>$121,553,000 ($71.7 million to $223.9 million)</td>
<td>$38,245,000 ($15.6 million to $91.5 million)</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$120,169,000 ($76.3 million to $220.6 million)</td>
<td>$38,552,000 ($16.9 million to $91.5 million)</td>
</tr>
<tr>
<td>Net Generated Revenue</td>
<td>$6,967,000 ($45.2 million to $43.7 million)</td>
<td>$22,960,000 ($65.3 million to $6.0 million)</td>
</tr>
</tbody>
</table>
Division I: Where the Money Comes From

- Division I schools reported total athletics revenue of $15.8 billion in 2019: $10.2 billion generated by the athletics department, and $5.6 billion allocated from institution/government supports and student fees.

- While FBS autonomy schools accounted for about 52% of total revenues of $15.8 billion in Division I, these schools accounted for over 75% of the total generated revenues.
FBS Autonomy Schools: Where the Money Comes From

- Media Rights; NCAA/Conference Distributions; Bowl Revenues: 35%
- Donor Contributions & Endowments: 23%
- Ticket Sales: 19%
- Royalties/Licensing: 9%
- Institution & Government Supports: 6%
- Student Fees: 2%
- Guarantees: 1%
- Other Revenues: 5%
FBS Nonautonomy Schools:
Where the Money Comes From

- Donor Contributions & Endowments: 12%
- Ticket Sales: 8%
- Media Rights; NCAA/Conference Distributions; Bowl Revenues: 10%
- Other Revenues: 4%
- Guarantees: 4%
- Royalties/Licensing: 6%
- Student Fees: 18%
- Institution & Government Supports: 38%
FCS Schools: Where the Money Comes From

- Donor Contributions & Endowments: 11%
- Media Rights; NCAA/Conference Distributions; Bowl Revenues: 5%
- Other Revenues: 3%
- Guarantees: 3%
- Royalties/Licensing: 3%
- Ticket Sales: 4%
- Student Fees: 13%
- Institution & Government Supports: 58%
Division I Subdivision Schools: Where the Money Comes From

- Institution & Government Supports: 62%
- Student Fees: 14%
- Ticket Sales: 4%
- Donor Contributions & Endowments: 8%
- Media Rights; NCAA/Conference Distributions; Bowl Revenues: 6%
- Other Revenues: 2%
- Guarantees: 1%
- Royalties/Licensing: 3%
Division I schools reported spending just over $15.7 billion dollars on athletics in 2019, of which, FBS autonomy schools accounted for over 50%.

Overall, Division I schools spent approximately $2.9 billion on financial aid for student-athletes, accounting for 18% of total expenses.

Approximately $3.0 billion was spent on Division I coaches’ compensation, which makes up the largest spending category of 19%.
FBS Autonomy Schools: Where the Money Goes

- Administrative Compensation: 18%
- Coach Compensation: 19%
- Student Athletics Aid: 13%
- Guarantees: 2%
- Medical: 1%
- Recruiting: 2%
- Facilities: 19%
- Game and Travel: 12%
- Other Expenses: 14%
- Facilities: 19%
- Recruiting: 2%
- Medical: 1%
- Guarantees: 2%
- Game and Travel: 12%
- Other Expenses: 14%
- Facilities: 19%
- Recruiting: 2%
- Medical: 1%
- Guarantees: 2%
- Game and Travel: 12%
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- Facilities: 19%
- Recruiting: 2%
- Medical: 1%
- Guarantees: 2%
- Game and Travel: 12%
- Other Expenses: 14%
- Facilities: 19%
- Recruiting: 2%
- Medical: 1%
- Guarantees: 2%
- Game and Travel: 12%
- Other Expenses: 14%
- Facilities: 19%
- Recruiting: 2%
FBS Nonautonomy Schools: Where the Money Goes

- Administrative Compensation: 15%
- Coach Compensation: 19%
- Student Athletics Aid: 19%
- Guarantees: 2%
- Medical: 2%
- Recruiting: 2%
- Facilities: 15%
- Game and Travel: 12%
- Other Expenses: 14%
- Other Expenses: 14%
FCS Schools: Where the Money Goes

- Administrative Compensation: 13%
- Coach Compensation: 19%
- Student Athletics Aid: 27%
- Facilities: 16%
- Game and Travel: 10%
- Recruiting: 2%
- Medical: 1%
- Guarantees: 1%
- Other Expenses: 11%
Division I Subdivision Schools: Where the Money Goes

- Coach Compensation: 18%
- Student Athletics Aid: 27%
- Facilities: 15%
- Recruiting: 2%
- Medical: 1%
- Guarantees: 1%
- Game and Travel: 11%
- Other Expenses: 11%
- Administrative Compensation: 14%
Division I Median Generated Revenues by Subdivision and Year (2005-2019)
Division I Net Operating Results Excluding Allocated Support (2005-2019)
## Division I FBS Average Positive Generated Net Revenue (PNR) for Those Schools Reporting PNR (by Year)

<table>
<thead>
<tr>
<th>Year</th>
<th>Median PNR</th>
<th># of Schools with PNR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$2,613,176</td>
<td>18</td>
</tr>
<tr>
<td>2006</td>
<td>$4,290,545</td>
<td>19</td>
</tr>
<tr>
<td>2007</td>
<td>$2,997,696</td>
<td>25</td>
</tr>
<tr>
<td>2008</td>
<td>$3,867,376</td>
<td>25</td>
</tr>
<tr>
<td>2009</td>
<td>$3,979,455</td>
<td>16</td>
</tr>
<tr>
<td>2010</td>
<td>$6,850,669</td>
<td>24</td>
</tr>
<tr>
<td>2011</td>
<td>$8,680,026</td>
<td>24</td>
</tr>
<tr>
<td>2012</td>
<td>$5,630,805</td>
<td>24</td>
</tr>
<tr>
<td>2013</td>
<td>$8,450,564</td>
<td>21</td>
</tr>
<tr>
<td>2014</td>
<td>$5,236,309</td>
<td>25</td>
</tr>
<tr>
<td>2015</td>
<td>$5,742,501</td>
<td>25</td>
</tr>
<tr>
<td>2016</td>
<td>$9,969,568</td>
<td>24</td>
</tr>
<tr>
<td>2017</td>
<td>$11,661,174</td>
<td>25</td>
</tr>
<tr>
<td>2018</td>
<td>$6,728,320</td>
<td>29</td>
</tr>
<tr>
<td>2019</td>
<td>$7,877,424</td>
<td>25</td>
</tr>
</tbody>
</table>
Division I Median Proportion of Total Expenses Related to Coaches’ Compensation by Subdivision and Year (2005-2019)
Division I Median Ratio of Athletics Expenses to Institutional Expenses by Subdivision and Year (2005-2019)