



Research

A blue and white pennant with the NCAA logo is positioned diagonally across the frame. The pennant is white with a blue border and a blue circle containing the white "NCAA" logo. The background is a blurred crowd of spectators in a stadium.

# 14-Year Trends in Division I Athletics Finances

# Data

- ▶ Data collected from the NCAA Financial Reporting System for fiscal years 2004-05 through 2017-18.
- ▶ Significant changes were made to the process beginning with the data collection in 2004-05 (e.g., definitional changes, agreed-upon procedures, etc.), so previous data are not comparable.
- ▶ When the data are divided into quartiles for this presentation, those quartiles are based on each corresponding year's total expenses within each subdivision.
- ▶ 351 Division I institutions provided data to the NCAA Financial Information System.

# Generated Revenue Sources

- ▶ Ticket sales.
- ▶ NCAA and conference distribution.
- ▶ Contributions from alumni and others.
- ▶ Other:
  - Guarantees and options.
  - Third party support.
  - Concessions.
  - Broadcast rights.
  - Royalties/advertising/sponsorship.
  - Sports camps.
  - Endowment/investment income.

# Allocated Revenue Sources

- ▶ Allocated support:
  - Student activity fees.
  - Direct government support.
  - Direct institutional support.
  - Indirect institutional support.

# Summary Data for Division I (by Subdivision)



# Median (and Range) 2018 Revenues and Expenses for Division I Institutions by Subdivision

	FBS	FCS	Division I Subdivision
Generated Revenues	\$59,780,000 (\$6.9 to \$219.4 million)	\$4,936,000 (\$1.6 to \$46.2 million)	\$3,323,000 (\$630,000 to \$24.2 million)
Total Revenues	\$79,308,000 (\$15.5 to \$219.4 million)	\$19,179,000 (\$3.5 to \$80.0 million)	\$17,470,000 (\$3.6 to \$49.4 million)
Total Expenses	\$74,959,000 (\$15.9 to \$206.6 million)	\$18,820,000 (\$4.2 to \$61.4 million)	\$17,460,000 (\$4.2 to \$49.4 million)
Net Generated Revenue	\$16,289,000 (\$53.3 to \$46.7 million)	\$13,900,000 (\$46.4 to \$2.0 million)	(\$13,302,000) (\$39.6 to \$3.0 million)

# Median (and Range) 2018 Revenues and Expenses for Division I Institutions by Subdivision

	Autonomy	Nonautonomy
Generated Revenues	\$106,337,000 (\$54.2 to \$219.4 million)	\$13,909,000 (\$6.9 to \$69.7 million)
Total Revenues	\$113,637,000 (\$65.1 to \$219.4 million)	\$37,594,000 (\$15.5 to \$84.4 million)
Total Expenses	\$115,241,000 (\$71.4 to \$206.6 million)	\$37,526,000 (\$15.9 to \$84.4 million)
Net Generated Revenue	<b>\$2,608,000</b> <b>(\$44.6 to \$46.7 million)</b>	<b>\$22,160,000</b> <b>(\$53.2 to \$2.0 million)</b>



# Summary of 2018 FBS Data

- ▶ Large disparities seen in both revenues and expenses across FBS institutions. These differences are quite large when comparing the autonomy five schools to the rest of the FBS.
- ▶ Median institution shows negative generated net revenue of approximately \$16.3 million. The difference between A5 schools and the others is stark in net generated revenue – the median negative net generated revenue was \$2.6 million in A5 and over \$22 million for nonautonomy institutions. Overall, the range of operating results went from a loss of \$53 million to a surplus of \$47 million.
- ▶ The median generated revenues increased by 3%, and the median total expenses increased by 4.4% since 2017.
- ▶ Generated revenues exceeded expenses in 2018 at 29 institutions – the highest number ever observed. The average net positive revenue for those institutions was \$9.3 million.

# Summary of 2018 FCS Data

- ▶ Large disparities seen in both revenues and expenses across FCS institutions (expenses ranged from approximately \$4.2 to \$61.4 million and revenues ranged from \$3.5 to \$80 million).
- ▶ The median generated revenues decreased by 2.1% (after a 12.3% increase a year ago), while the median total expenses increased by 5.4% since 2017.
- ▶ Generated revenues did not exceed expenses for any institution in 2018.
- ▶ The median negative net generated revenue for FCS schools is approximately \$13.9 million. This net result ranged from a loss of about \$2 million to over \$46 million.

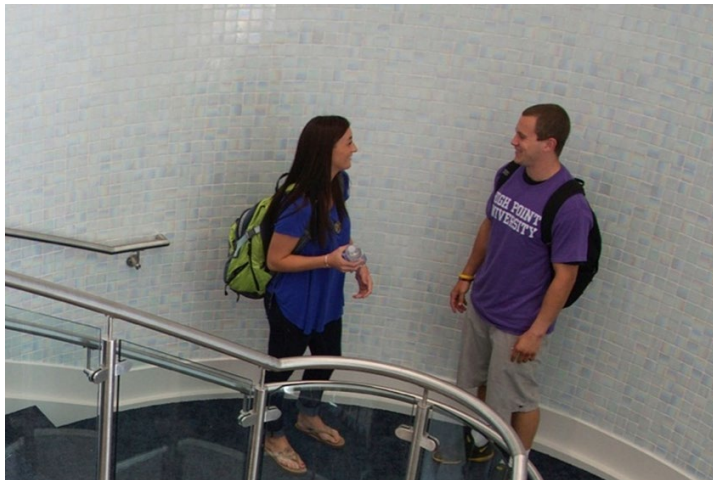
# Summary of 2018

## Division I Subdivision Data

- ▶ Large disparities seen in both revenues and expenses across Division I Subdivision institutions (expenses ranged from approximately \$4.2 to \$49.4 million and revenues ranged from \$3.6 to \$49.4 million).
- ▶ The median generated revenues decreased by a fraction of a percent, and the median total expenses increased approximately 5.5% since 2017.
- ▶ Generated revenues did not exceed expenses for any institution in 2018.
- ▶ The median negative net generated revenue for Division I Subdivision institutions is approximately \$13.3 million.

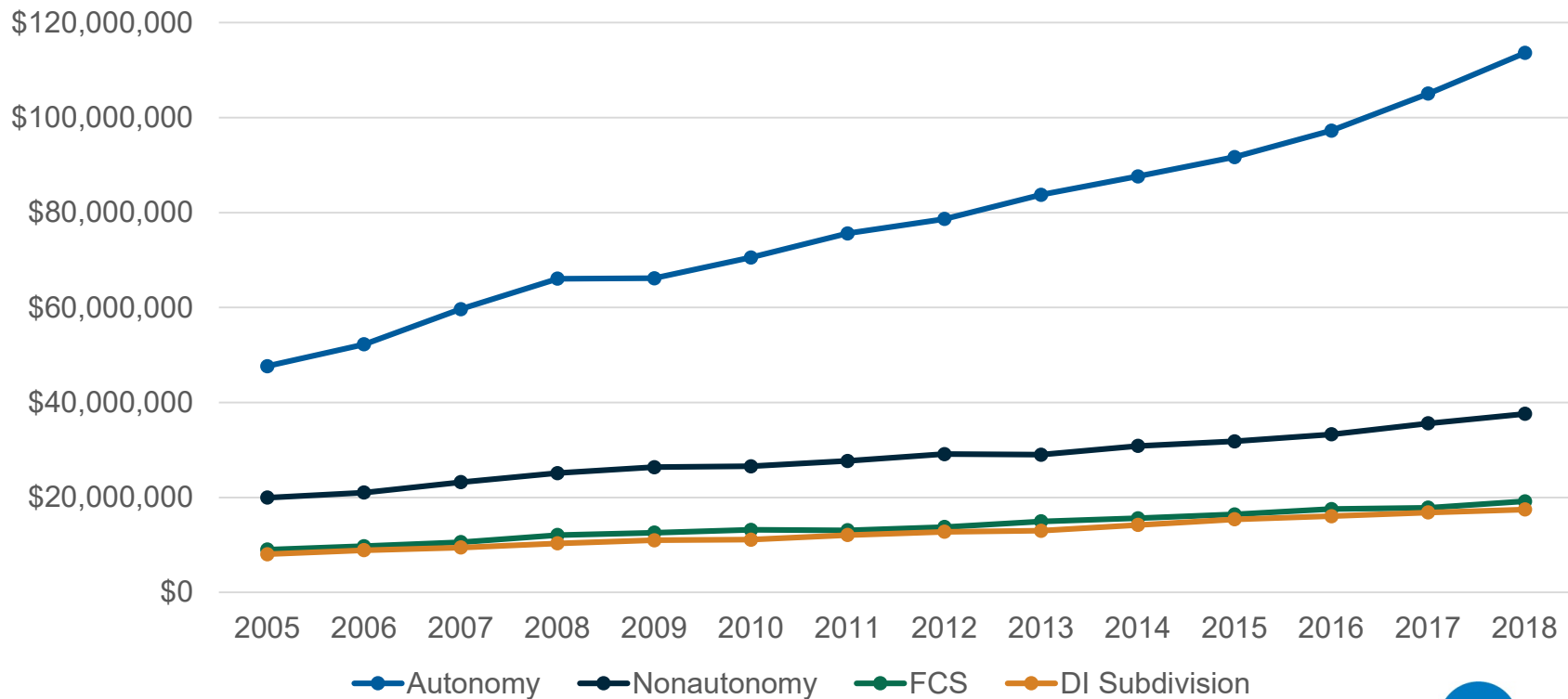
# Summary of 2018 NCAA Overall Data

- ▶ NCAA institutions across all three divisions reported spending just over \$18 billion dollars on athletics in 2018. Of that amount, approximately \$3.5 billion was spent on financial aid for student-athletes, and approximately \$3.4 billion was committed to coaches' compensation.
- ▶ NCAA schools reported generated revenue of \$10.3 billion in 2018.
- ▶ FBS autonomy schools accounted for approximately 42% of all spending across the NCAA and approximately 73% of all generated revenues.
- ▶ Division I institutions accounted for 83% of all spending and 97% of generated revenues.

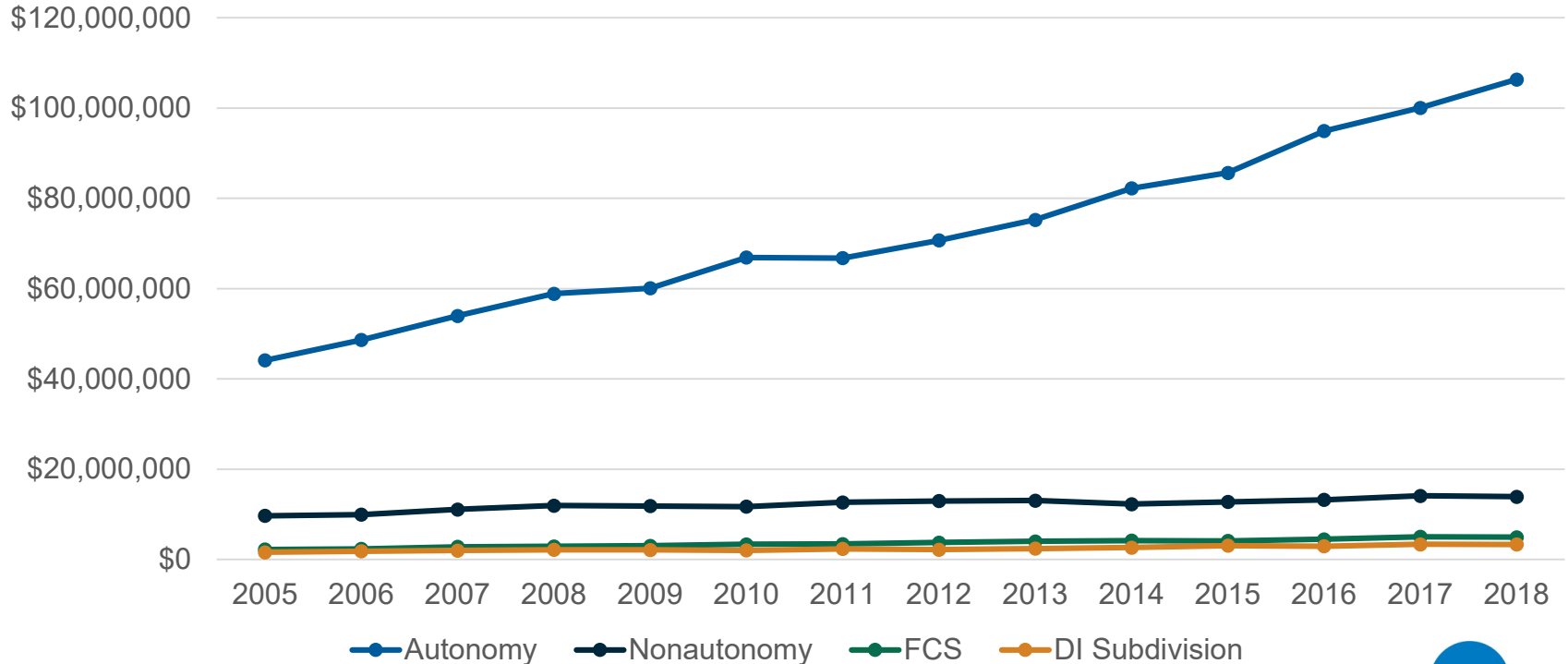


# Revenue and Expense Trends from 2005 to 2018 (by Subdivision)

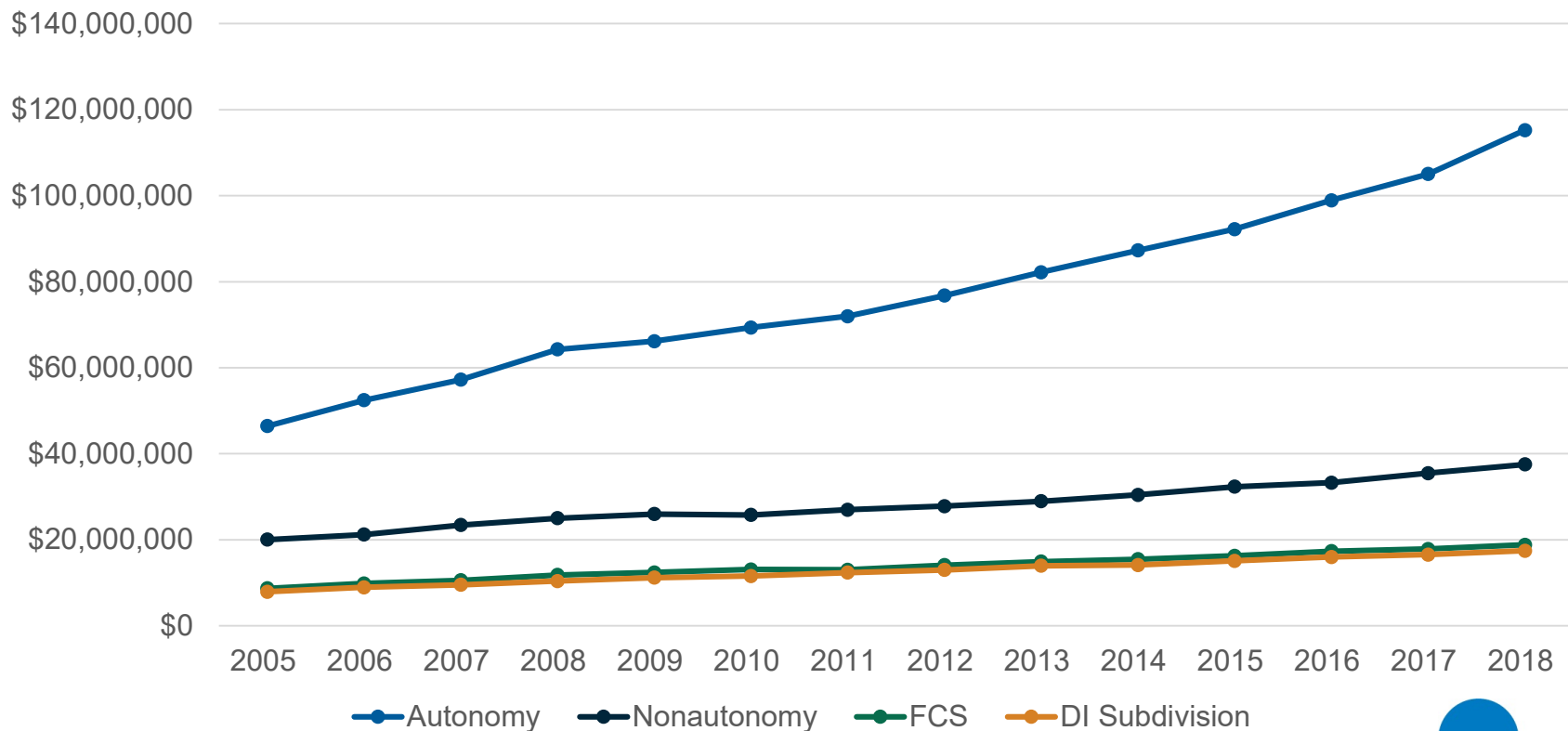
# Division I Median Total Revenues by Subdivision and Year (2005-2018)



# Division I Median Generated Revenues by Subdivision and Year (2005-2018)

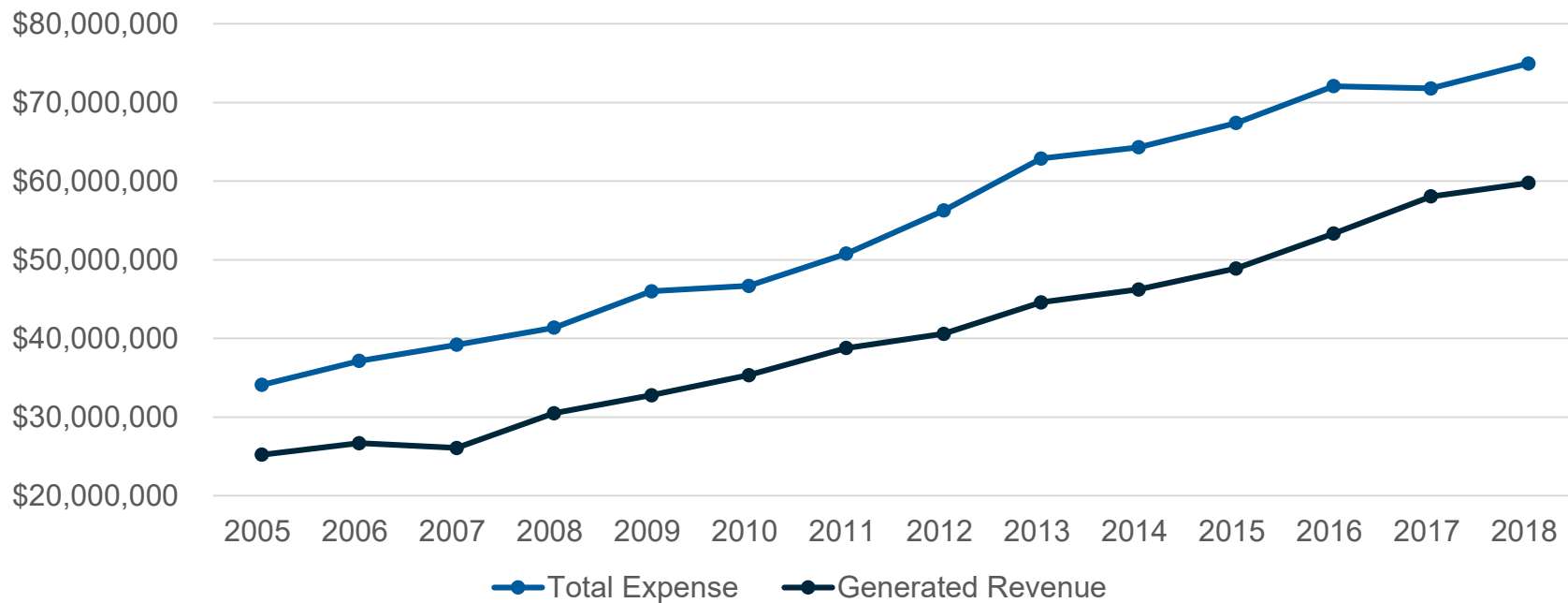


# Division I Median Total Expenses by Subdivision and Year (2005-2018)

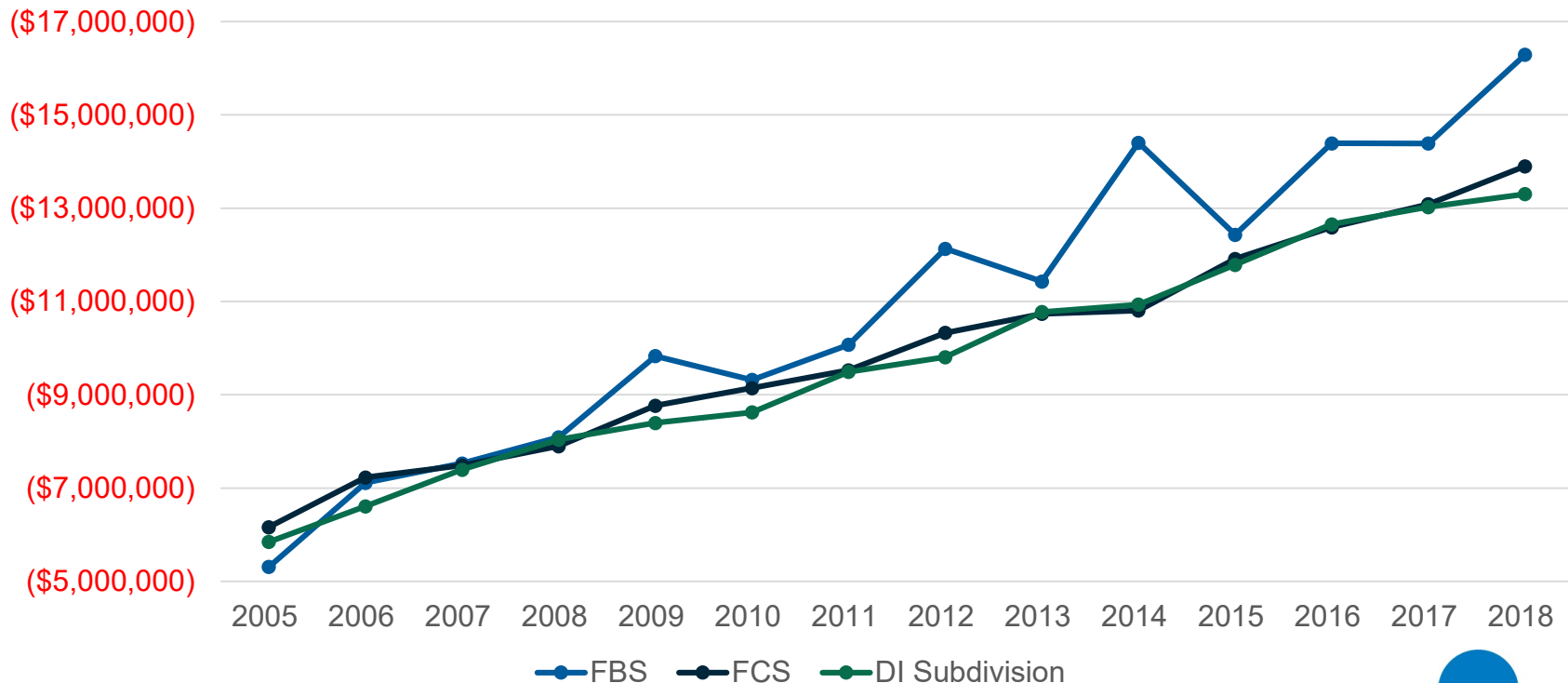




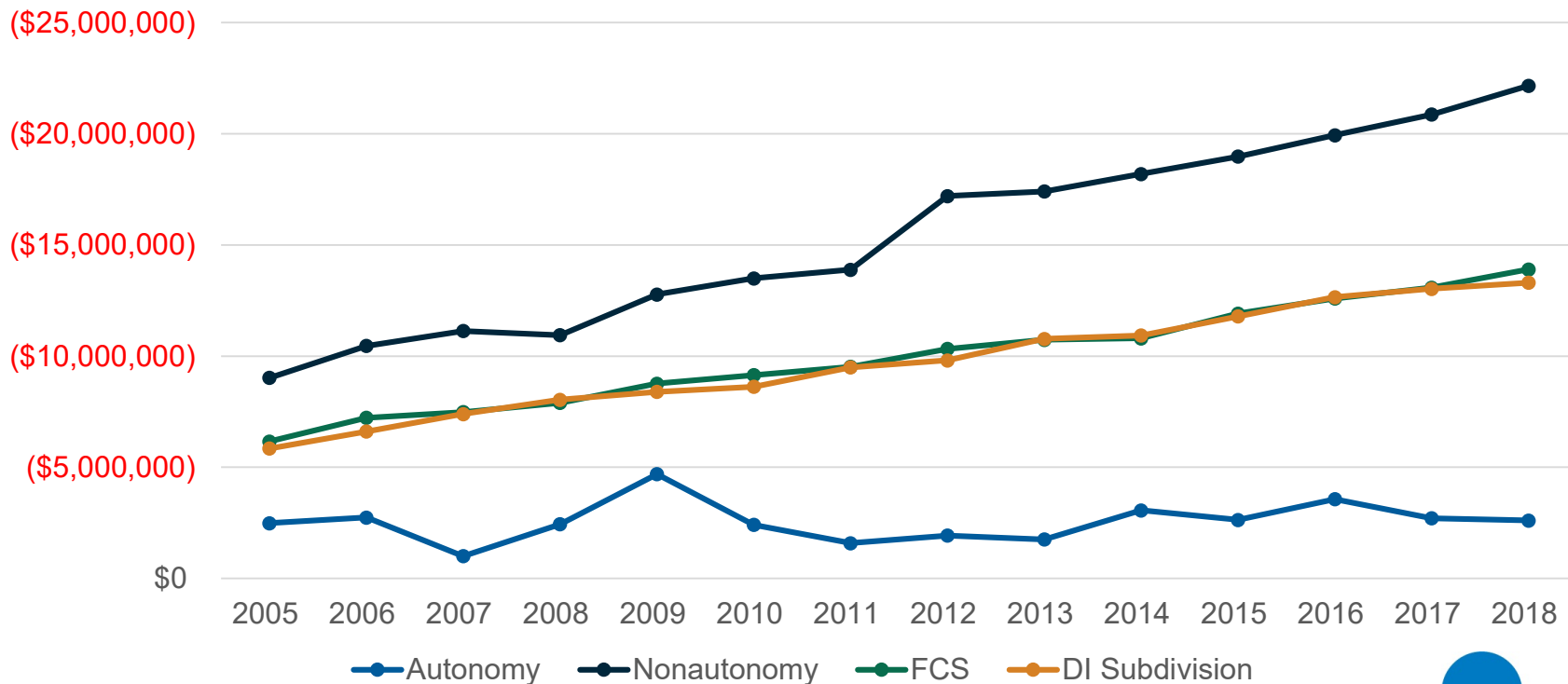
# Comparison of FBS Generated Revenue and Total Expense Trends (2005-2018)



# Division I Net Operating Results Excluding Allocated Support (2005-2018)



# Division I Net Operating Results Excluding Allocated Support (2005-2018)



# Division I FBS Average Positive Generated Net Revenue (PNR) for Those Schools Reporting PNR (by Year)

Year	Average PNR	# of Schools with PNR
2005	\$ 4,359,824	18
2006	\$ 13,416,607	19
2007	\$ 4,049,090	25
2008	\$ 4,970,303	25
2009	\$ 6,366,090	16
2010	\$ 9,705,990	24
2011	\$ 8,892,534	24
2012	\$ 9,717,605	24
2013	\$ 10,471,852	21
2014	\$ 11,338,940	25
2015	\$ 11,402,798	25
2016	\$ 12,014,269	24
2017	\$ 14,379,223	25
2018	\$ 9,138,471	29

# Summary of 2005-2018 FBS Trend Data

- ▶ Over the 14-year period, generated revenues grew by 141% at the median A5 school, and by 44% at nonautonomy five. Total expenses grew by 148% in A5 and 87% in nonautonomy five. In 2005, the expense gap between the median A5 and nonautonomy institution was just over \$20 million. It is now around \$80 million.
- ▶ Over the past five years, generated revenues have grown by 29% in A5 and only 13% in nonautonomy five. On the expense side, A5 institutions grew by 32% and nonautonomy five saw a growth rate of 23%.
- ▶ Over the past 5 years, support coming from the institution in the form of direct allocation or student fees actually decreased by 23% at the median A5 school. Nonautonomy five schools saw a 18% increase at the median.

# Summary of 2005-2018

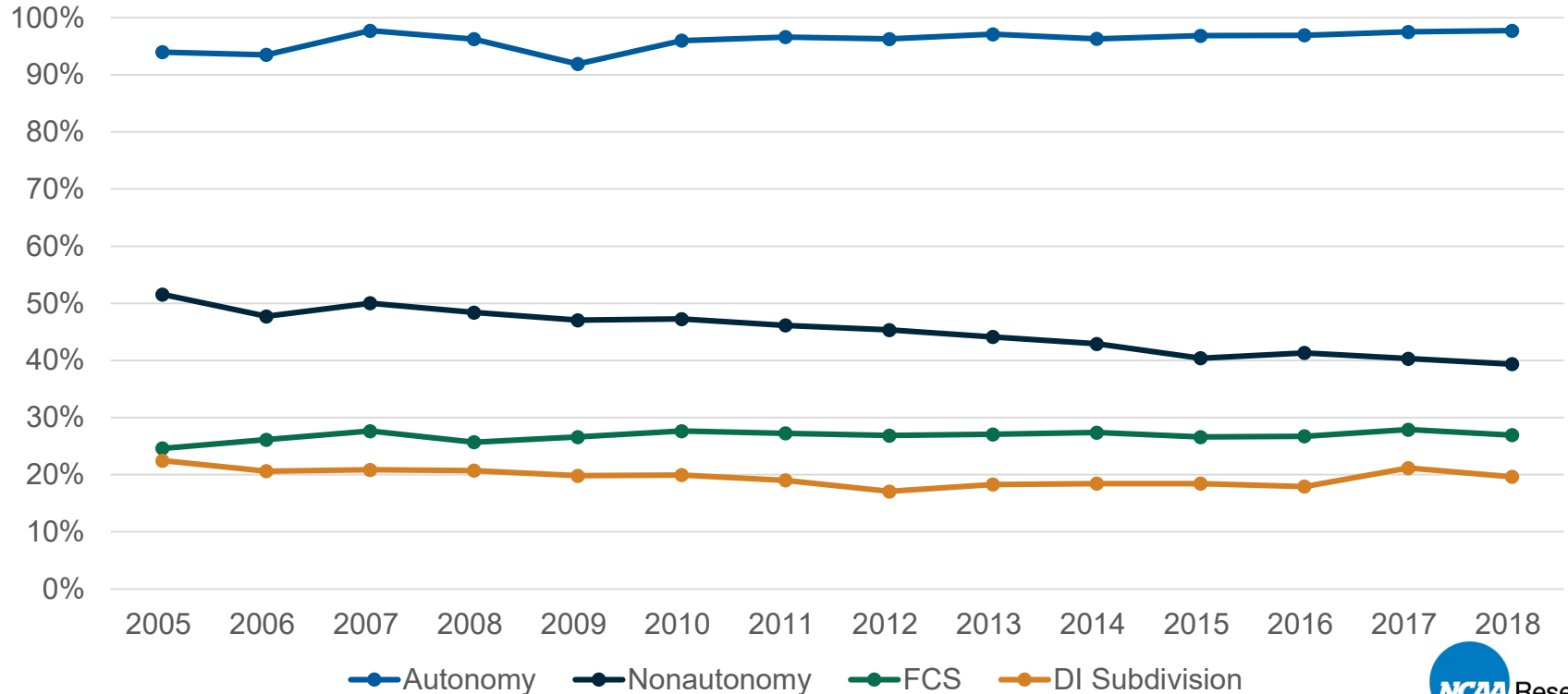
## FCS and Division I Subdivision Trend Data

- ▶ Over the 14-year period, generated revenues for FCS grew by 123%. Total expenses grew by 116%.
  - Over the past five years, generated revenues increased by 18% and total expenses increased by 22%.
- ▶ Among Division I Subdivision schools, generated revenues grew by 105% over the past 14-year period. During this same time, total expenses grew by 120%.
  - Over the past five years, generated revenues increased by 26% and total expenses increased by 23%.



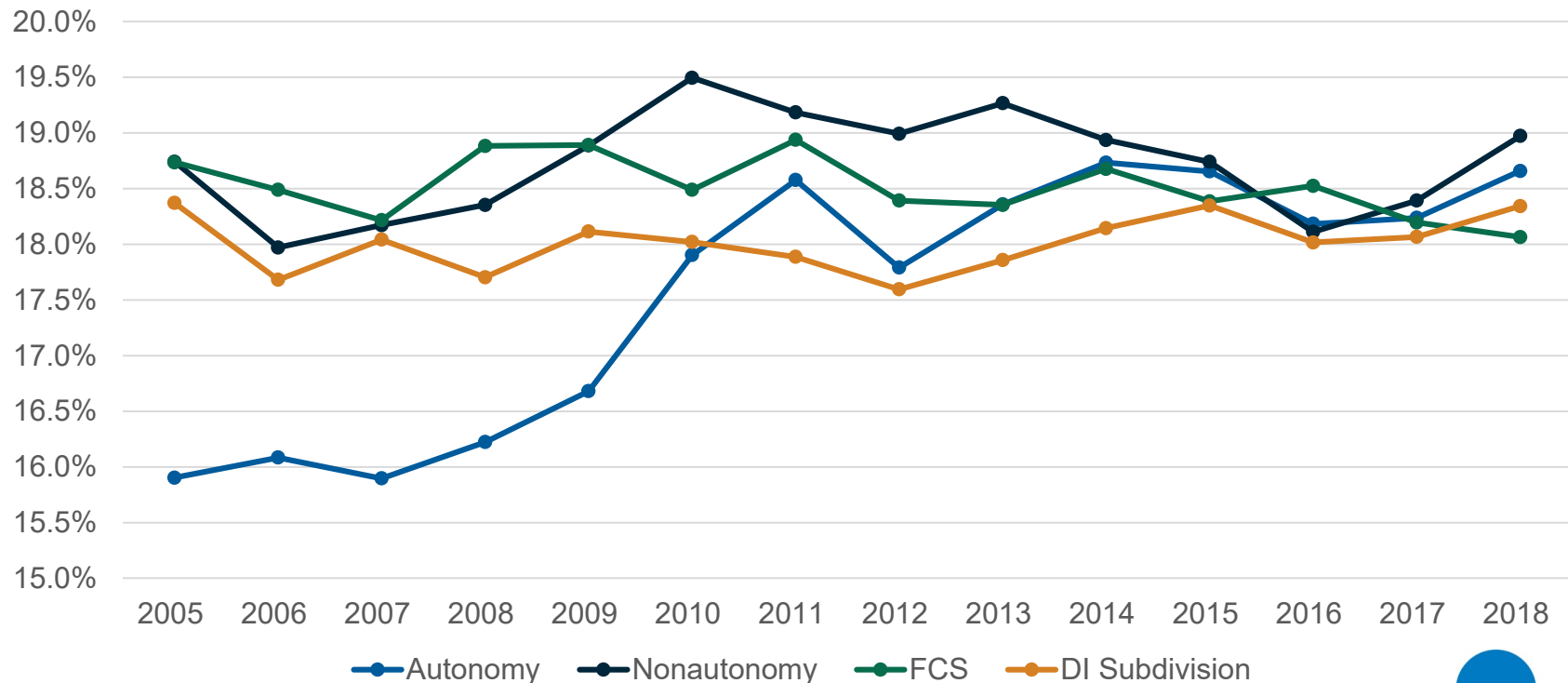
# Selected Findings from Dashboard Indicators (by Subdivision)

# Division I Median Revenue Self-Sufficiency (Gen. Rev. by Total Exp.) by Subdivision and Year (2005–2018)

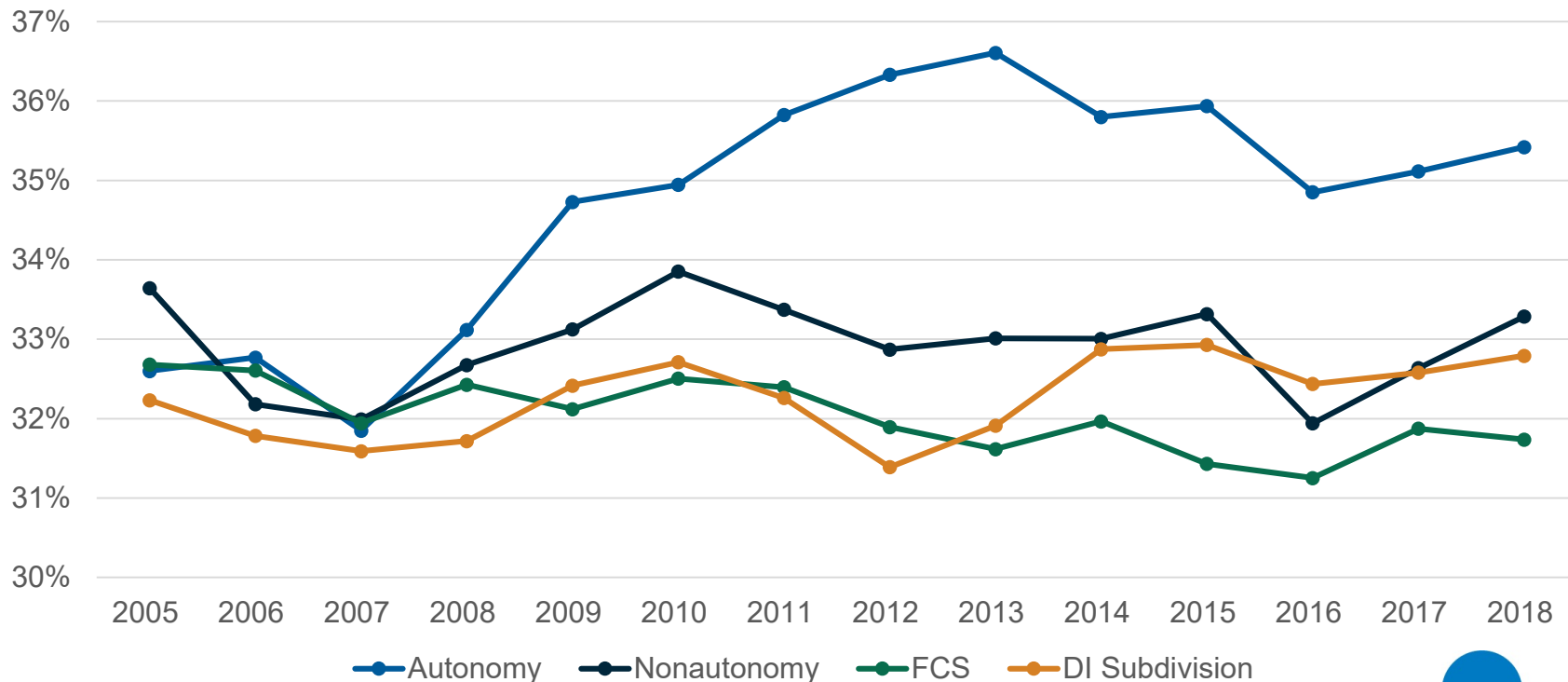




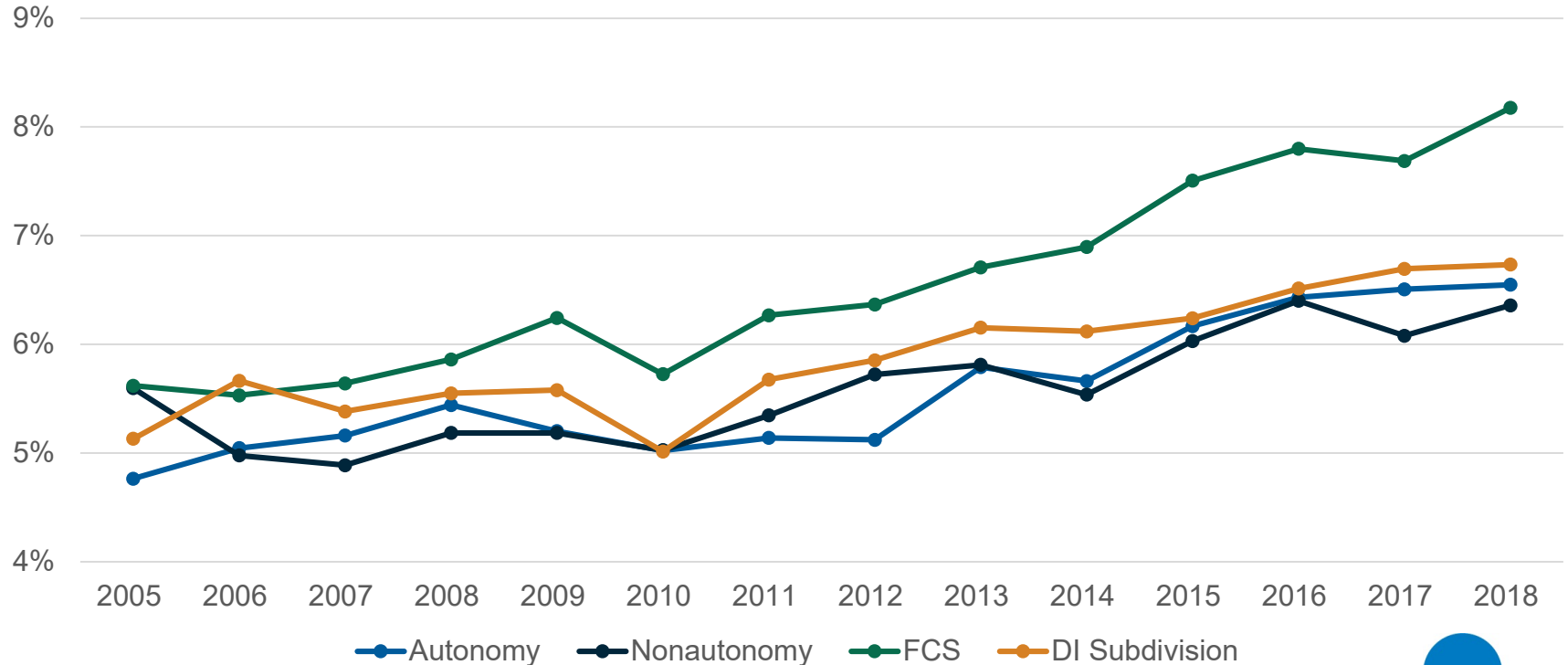
# Division I Median Proportion of Total Expenses Related to Coaches' Compensation by Subdivision and Year (2005–2018)



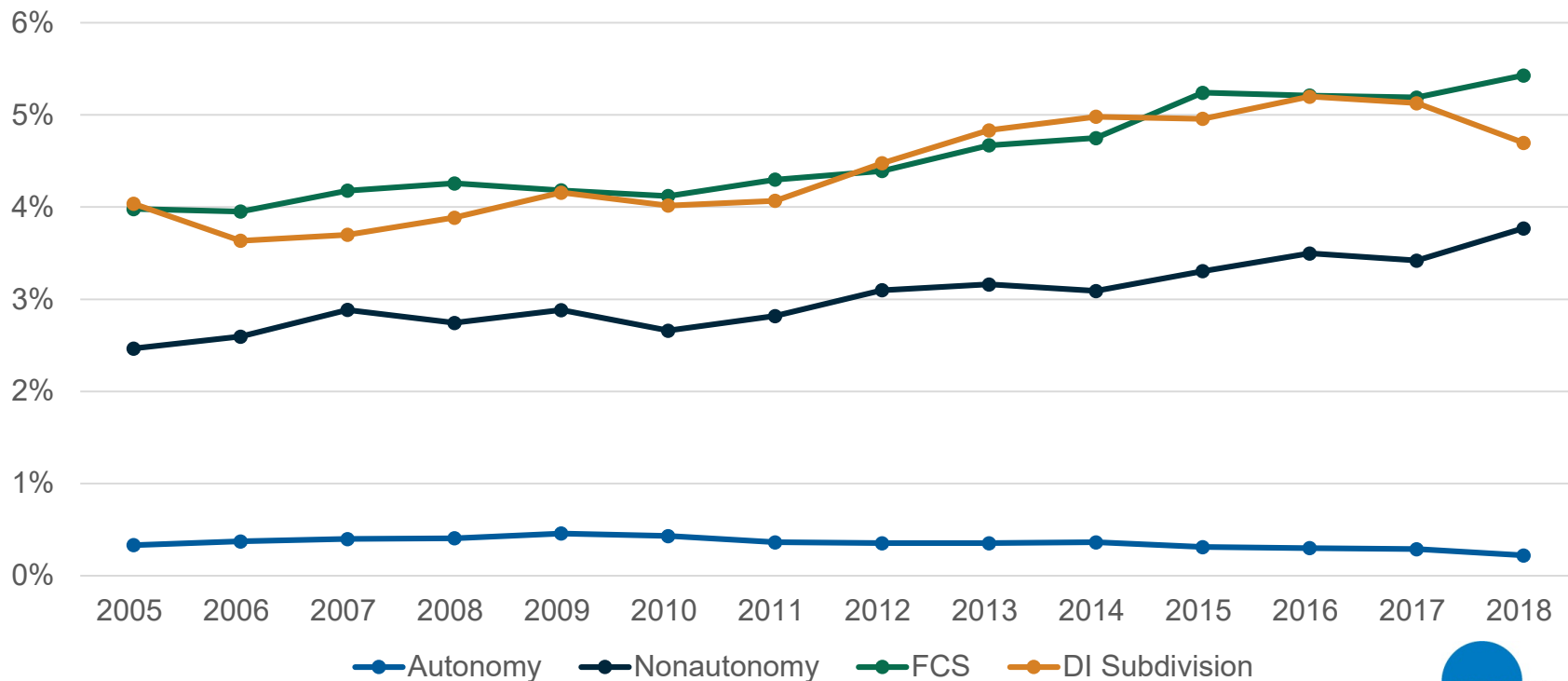
# Division I Median Proportion of Total Expenses Related to Total Compensation by Subdivision and Year (2005–2018)



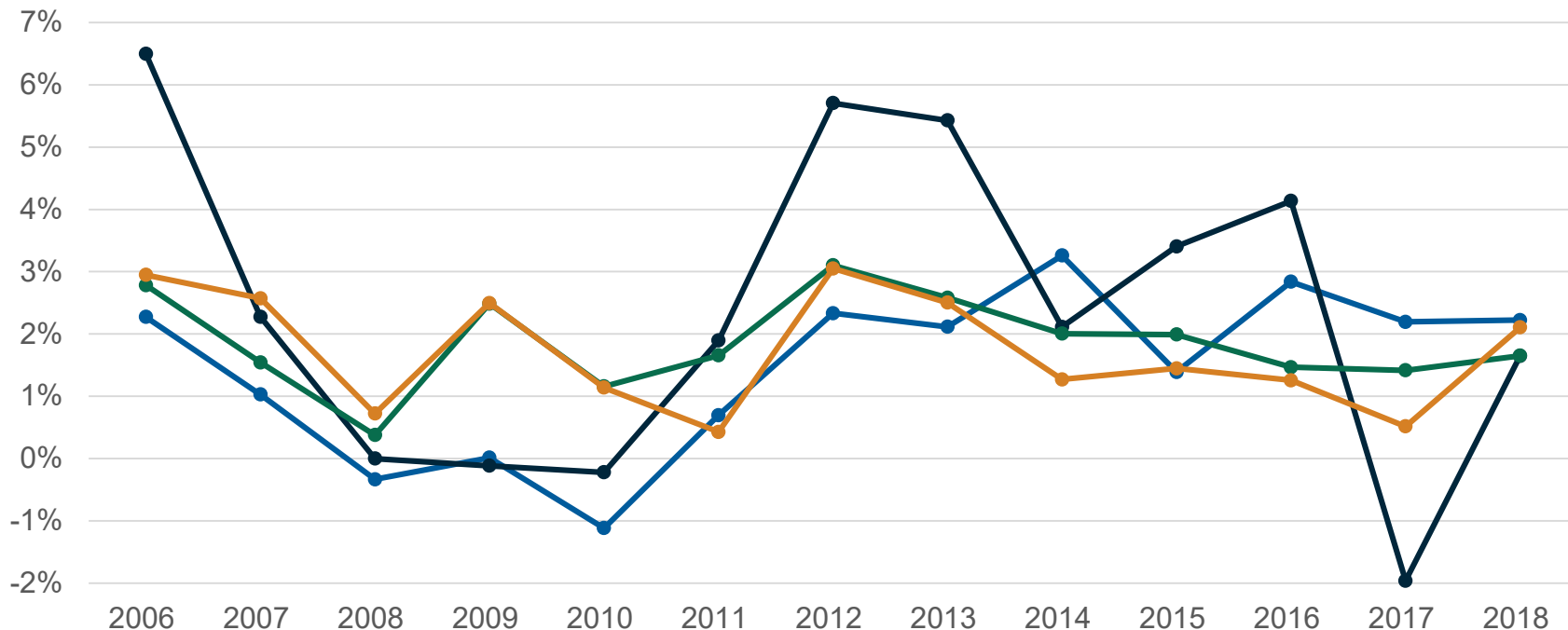
# Division I Median Ratio of Athletics Expenses to Institutional Expenses by Subdivision and Year (2005–2018)



# Division I Median Ratio of Allocated Revenues to Institutional Expenses by Subdivision and Year (2005–2018)



# Division I Median Increase Gap\* Between Athletics Expenses and Institutional Expenses by Subdivision and Year (2005–2018)



\*Increase Gap is calculated by subtracting annual percentage increase in institutional expenses from annual percentage increase in athletics expenses.

—●— Autonomy

—●— Nonautonomy

# Summary of 2005–2018

## FBS Dashboard Indicator Trend Data

- ▶ The median FBS institution is approximately 74% self-sufficient. At the A5 level, though, the median institution is almost 100% self-sufficient versus about 40% at the median in the nonautonomy five.
- ▶ Coaches' compensation as a proportion of total expenses increased some between 2005 and 2011 at A5 schools, but has remained steady between 18 and 19% over the past few years. The nonautonomy five has been consistent over time at that level.
- ▶ Total compensation as a proportion of total expenses has seen about a 2 point rise among A5 schools and is currently at 35% of all expenses. It has remained more steady at around 33-34% for the nonautonomy five.
- ▶ The median ratio of athletics expenses to institutional expenses has risen from about 4.5% in 2005 to over 6% in 2018.
- ▶ In the early years of this time period, athletics expenses were growing at rates that were up to 5.0% faster than institutional expenses. This has slowed, since 2014 – 2018 where athletics expenses were growing 2 to 3% faster than institutional expenses.

# Summary of 2005–2018

## FCS Dashboard Indicator Trend Data

- ▶ The median FCS institution is approximately 27% self-sufficient.
- ▶ Coaches' compensation as a proportion of total expenses has dropped slightly from 19% at the beginning of the period to 18% in the most recent year. Total compensation as a proportion of total expenses has also dropped at the FCS level and is now at about 32% - the lowest of the subdivisions.
- ▶ The median ratio of athletics expenses to institutional expenses has grown from about 6% to over 8% during this period. FCS institutions have the highest such ratio of the three subdivisions.
- ▶ In the early years of this time period, athletics expenses were growing at rates that were up to 3.0% faster than institutional expenses. While the past few years the rate has slowed, the current rate is about 1.7% higher than institutional expenses in the most recent year.

# Summary of 2005–2018

## Division I Subdivision Dashboard Indicator

### Trend Data

- ▶ The median Division I Subdivision institution is approximately 20% self-sufficient.
- ▶ Coaches' compensation as a proportion of total expenses has been fairly steady over the period (18% of the total expenses).
- ▶ The median ratio of athletics expenses to institutional expenses has grown from about 5% to about 6.7% over this period.
- ▶ In the early years of this time period, athletics expenses were growing at rates that were up to 3.0% faster than institutional expenses. While the past few years the rate has slowed, the current rate is about 2% higher than institutional expenses in the most recent year.



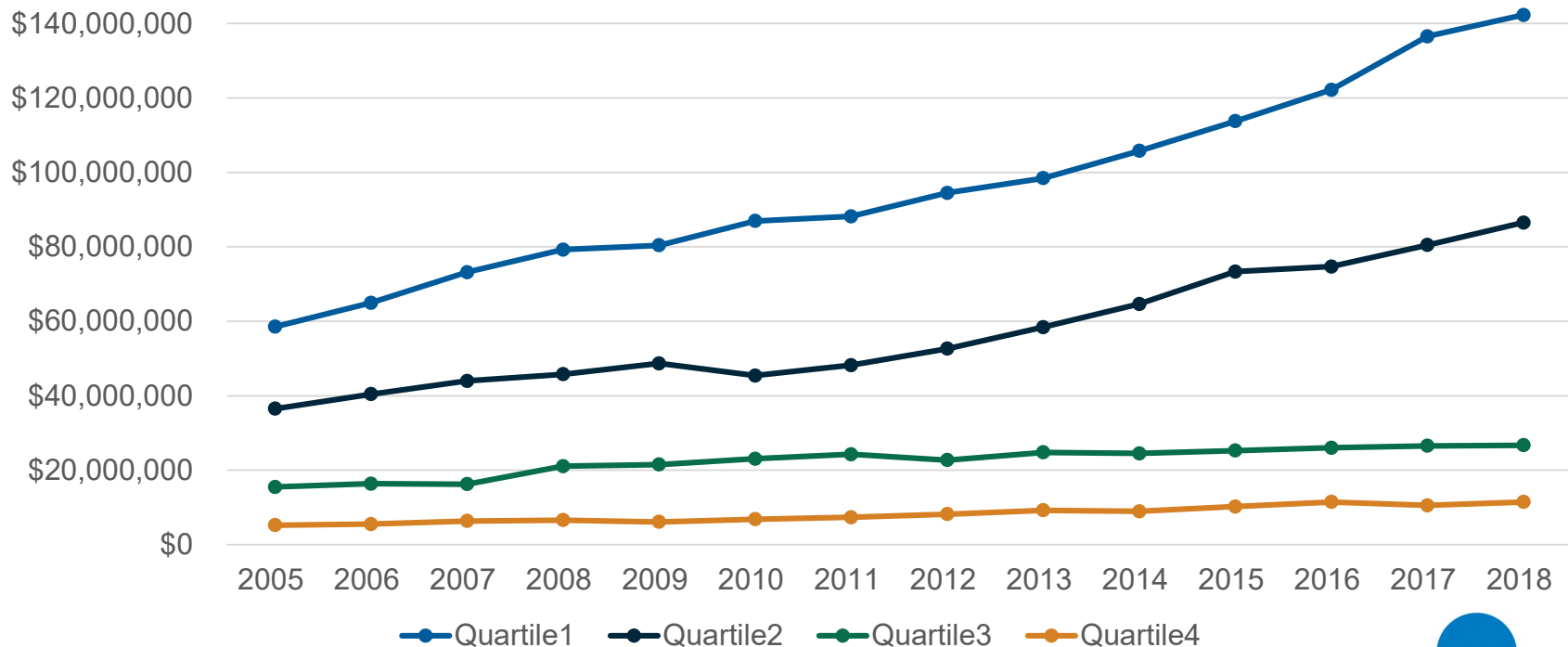


# Revenue and Expense Detail for FBS Institutions (by Expense Quartile)

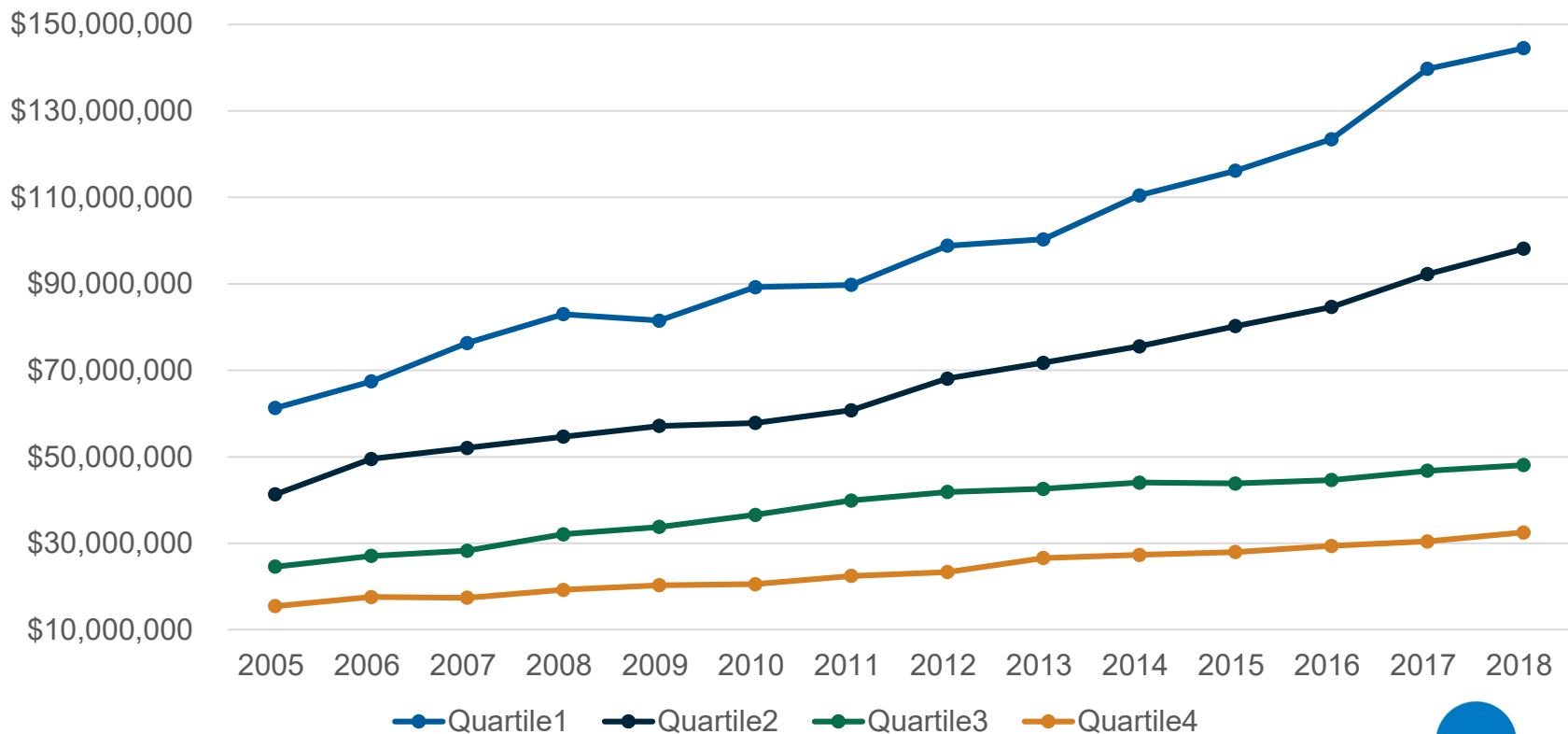
# Median 2018 Revenues and Expenses for FBS Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall FBS
Generated Revenues	\$142,290,240	\$86,503,240	\$26,697,676	\$11,455,677	\$59,780,196
Total Revenues	\$144,483,952	\$98,128,804	\$48,095,492	\$32,510,604	\$79,308,424
Total Expenses	\$136,521,664	\$94,402,068	\$49,162,816	\$32,428,518	\$74,958,968
Net Generated Revenue	\$3,169,204	(\$10,575,176)	(\$22,873,388)	(\$20,883,226)	(\$16,289,159)

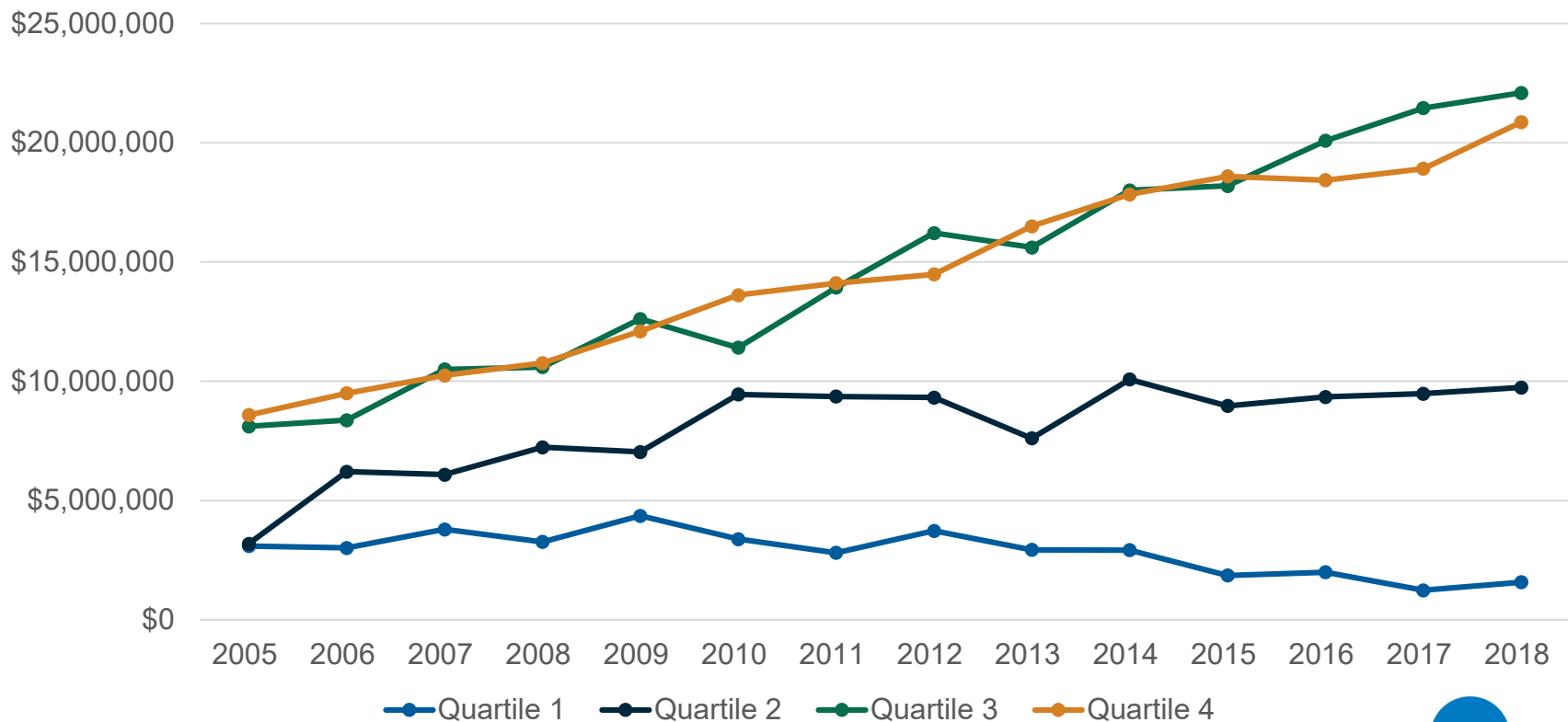
# Division I FBS Median Generated Revenues by Expense Quartile and Year (2005–2018)



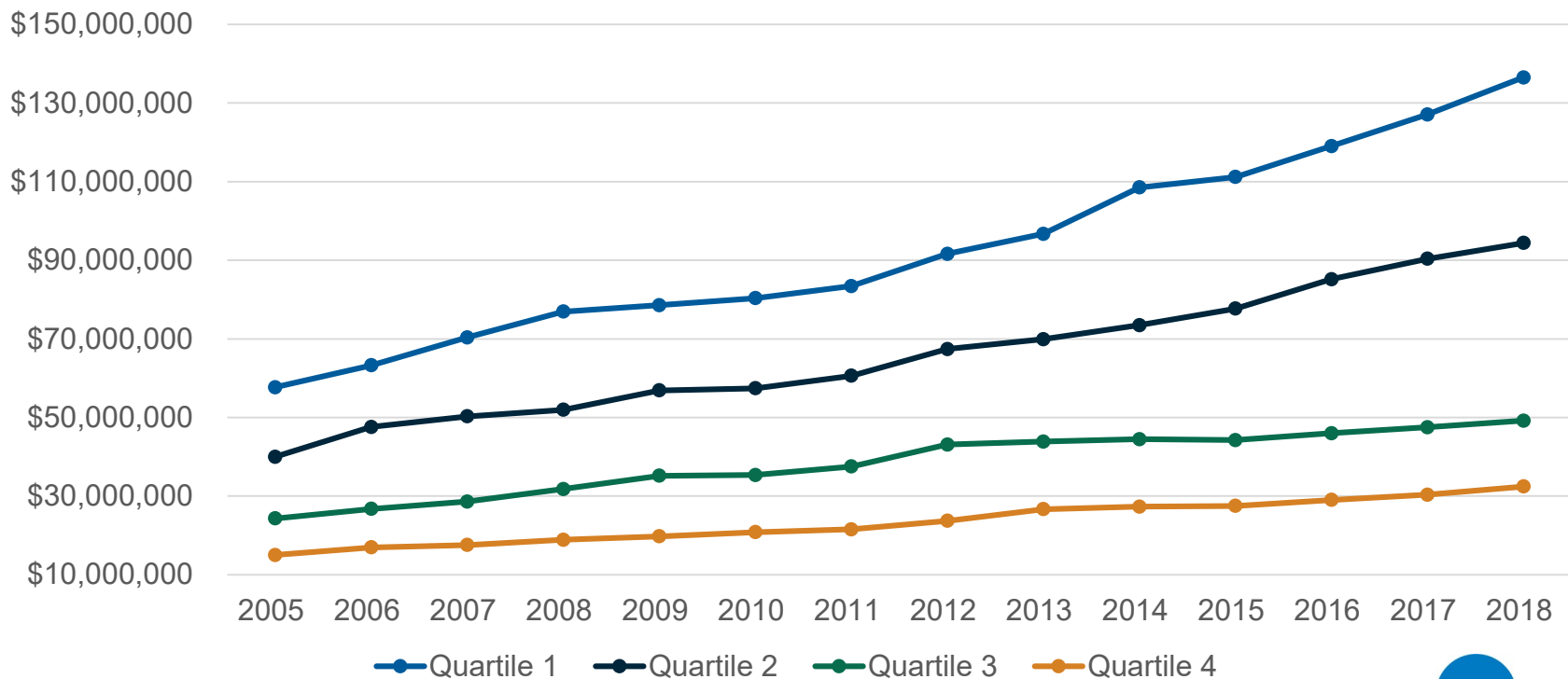
# Division I FBS Median Total Revenues by Expense Quartile and Year (2005–2018)



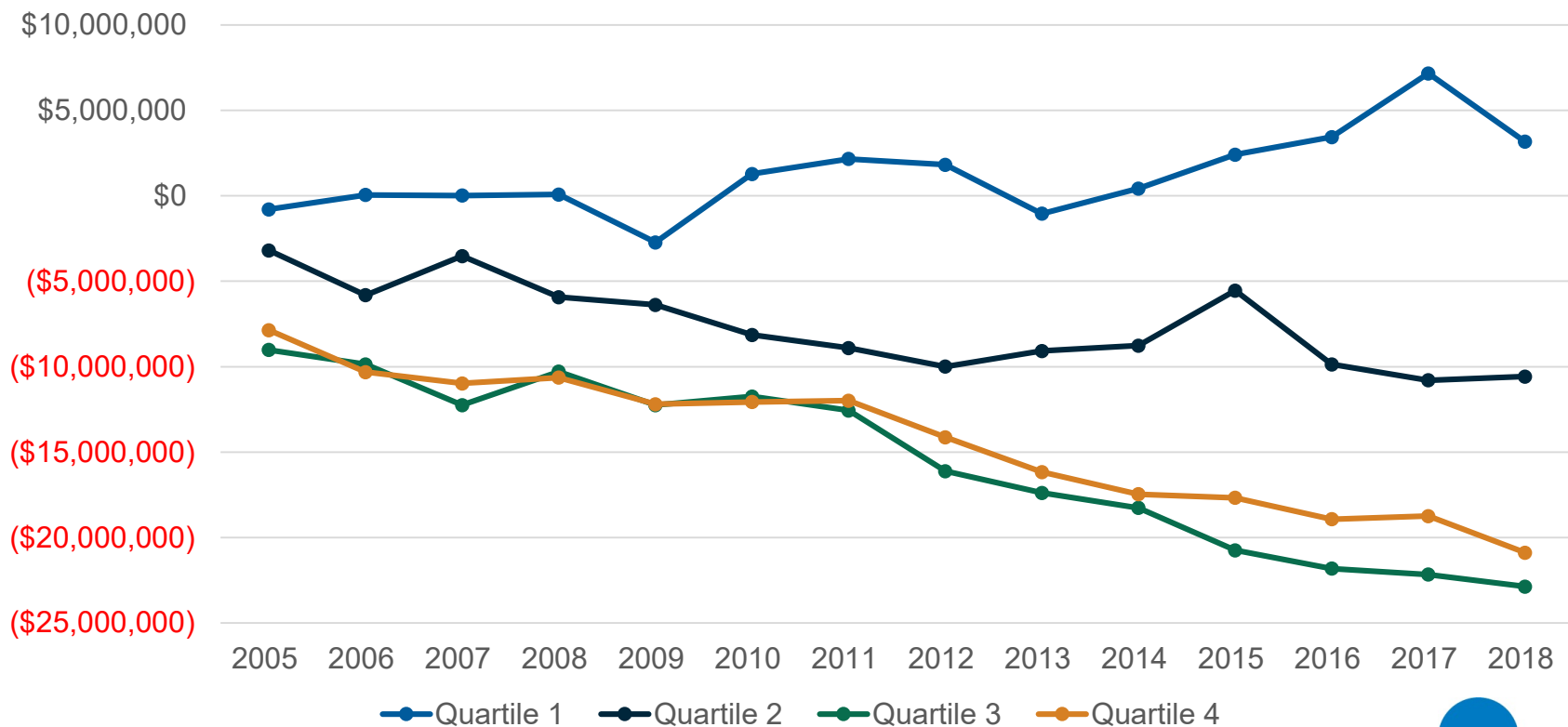
# Division I FBS Median Allocated Revenues by Expense Quartile and Year (2005–2018)



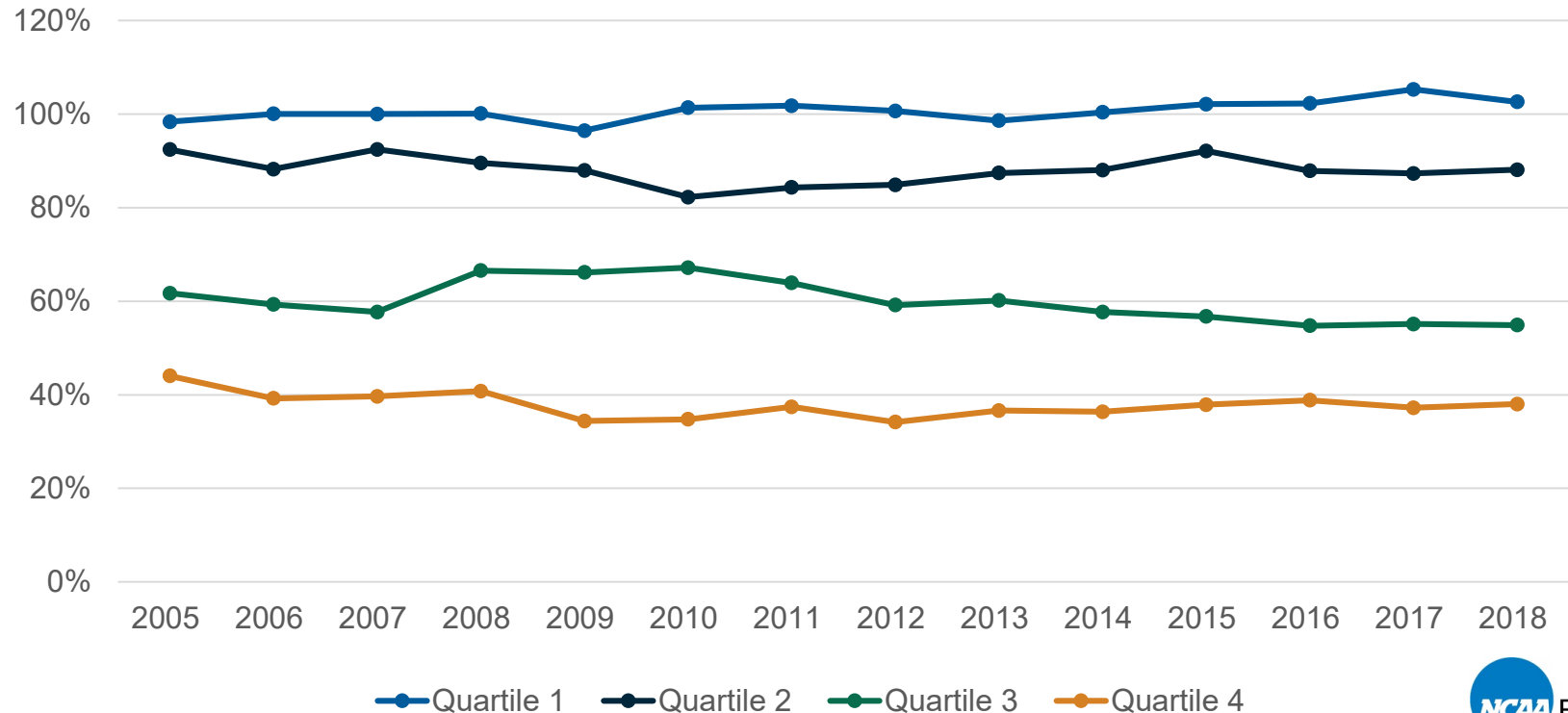
# Division I FBS Median Total Expenses by Expense Quartile and Year (2005–2018)



# Division I FBS Net Generated Revenue by Expense Quartile and Year (2005–2018)



# Division I FBS Median Revenue Self-Sufficiency (Gen. Rev by Total Exp.) by Expense Quartile and Year (2005–2018)





# 2018 Top Four Revenue Categories for FBS Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall FBS
Category 1 (% of Total)	Alumni Contributions (24%)	Broadcast Rights (23%)	Direct Institution Support (23%)	Direct Institution Support (31%)	Alumni Contributions (19%)
Category 2 (% of Total)	Ticket Sales (23%)	Alumni Contributions (19%)	Alumni Contributions (13%)	Student Fees (26%)	Broadcast Rights (17%)
Category 3 (% of Total)	Broadcast Rights (21%)	Ticket Sales (15%)	Student Fees (12%)	Alumni Contributions (10%)	Ticket Sales (17%)
Category 4 (% of Total)	Royalties and Sponsorships (10%)	NCAA/Conf. Distributions (13%)	Ticket Sales (10%)	NCAA/Conf. Distributions (9%)	NCAA/Conf. Distributions (10%)

# 2018 Top Four Expense Categories for FBS Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall FBS
Category 1 (% of Total)	Salaries and Benefits (35%)	Salaries and Benefits (36%)	Salaries and Benefits (36%)	Salaries and Benefits (32%)	Salaries and Benefits (34%)
Category 2 (% of Total)	Facilities and Maintenance (20%)	Facilities and Maintenance (16%)	Grants-in-Aid (17%)	Grants-in-Aid (23%)	Facilities and Maintenance (17%)
Category 3 (% of Total)	Grants-in-Aid (11%)	Grants-in-Aid (15%)	Facilities and Maintenance (12%)	Facilities and Maintenance (11%)	Grants-in-Aid (14%)
Category 4 (% of Total)	Other Exp (7%)	Team Travel (6%)	Team Travel (7%)	Team Travel (8%)	Team Travel (6%)

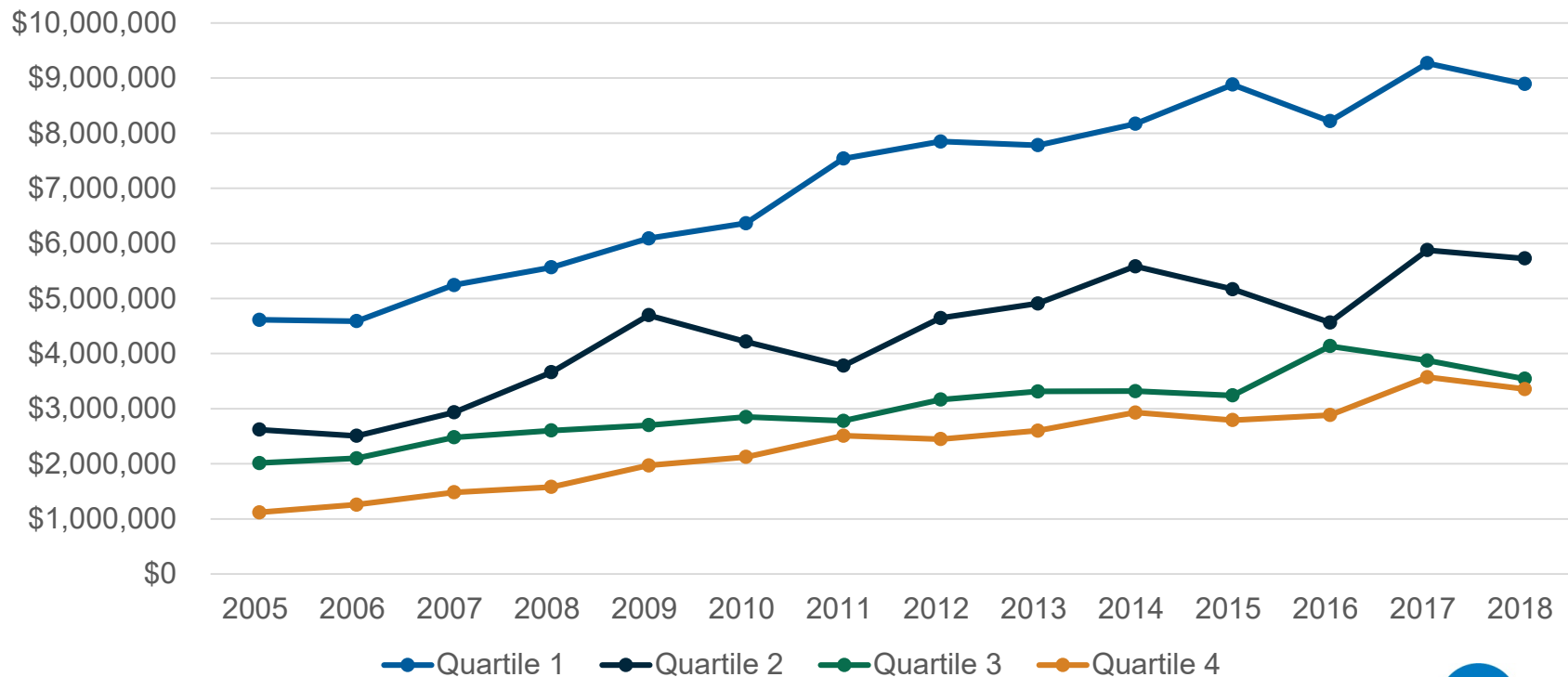


# Revenue and Expense Detail for FCS Institutions (by Expense Quartile)

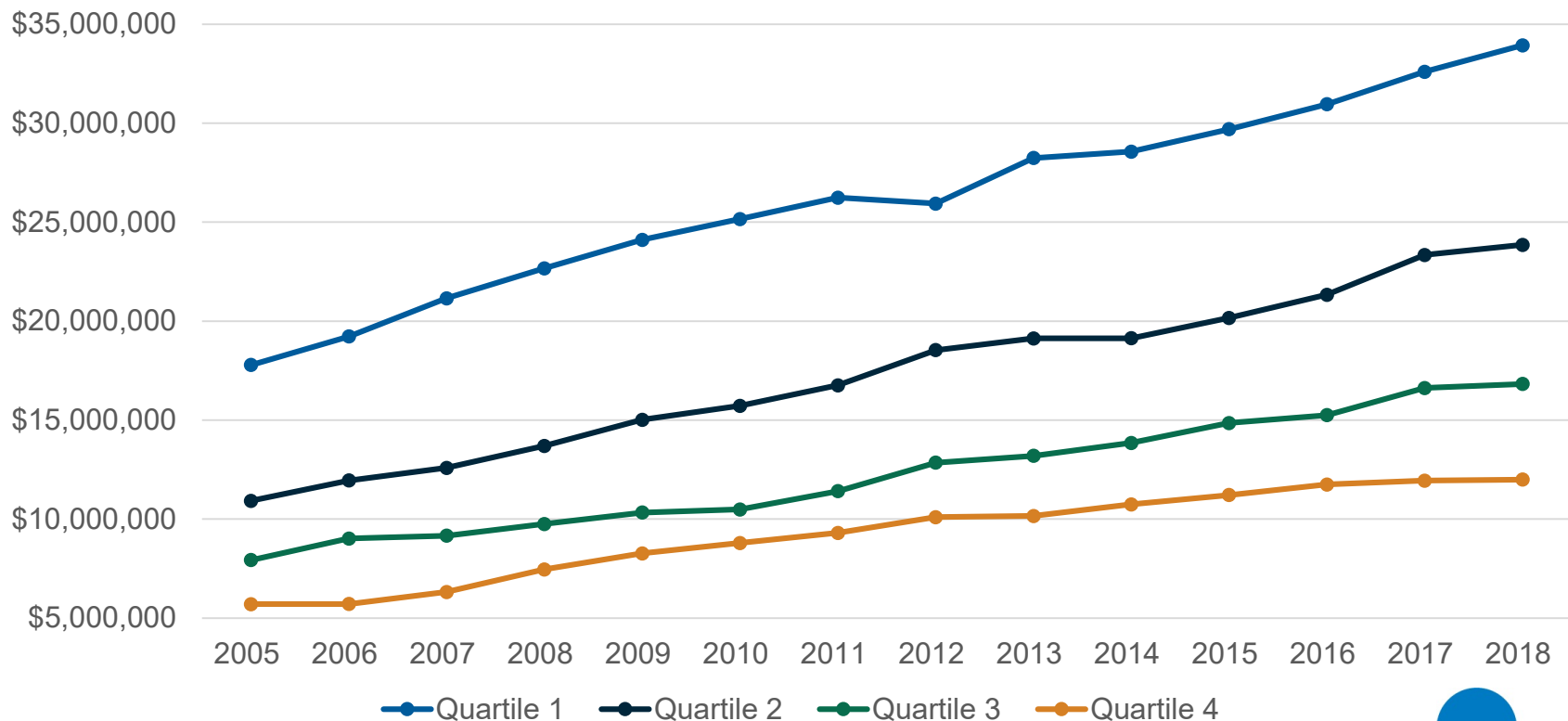
# Median 2018 Revenues and Expenses for FCS Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall FCS
Generated Revenues	\$8,892,233	\$5,726,261	\$3,541,365	\$3,355,942	\$4,936,048
Total Revenues	\$33,929,584	\$23,857,184	\$16,827,106	\$12,000,825	\$19,178,924
Total Expenses	\$32,949,112	\$23,435,784	\$16,983,570	\$12,540,422	\$18,819,568
Net Generated Revenue	(\$23,911,624)	(\$17,058,676)	(\$13,220,308)	(\$8,934,903)	(\$13,900,465)

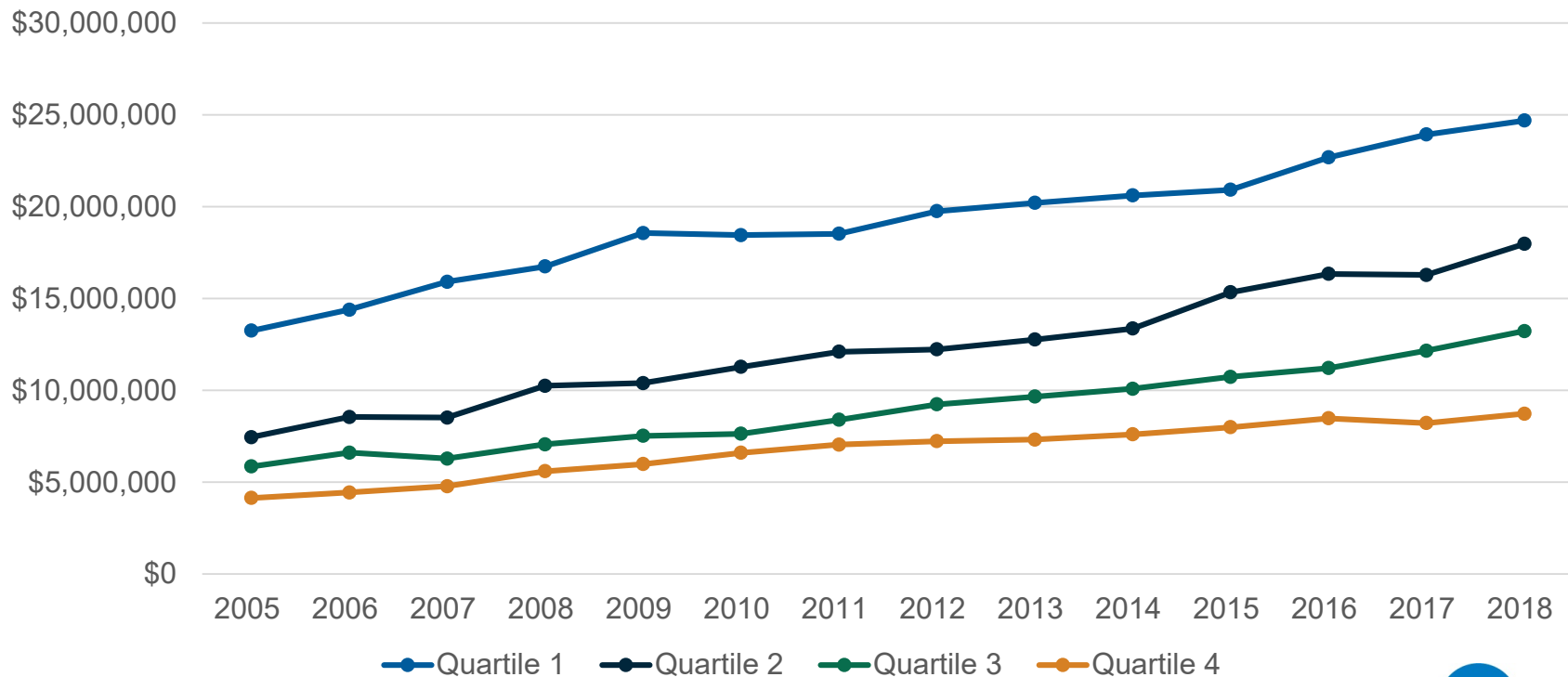
# Division I FCS Median Generated Revenues by Expense Quartile and Year (2005–2018)



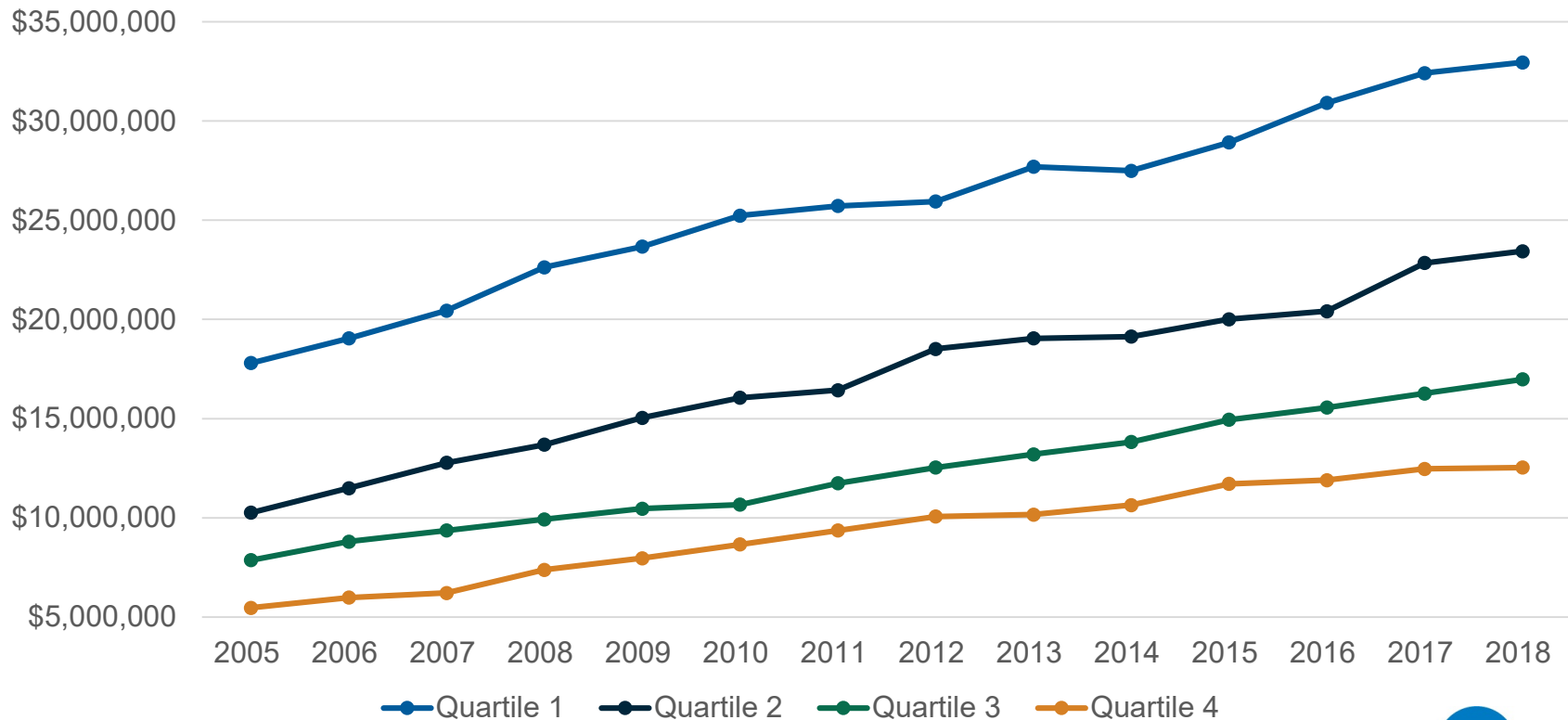
# Division I FCS Median Total Revenues by Expense Quartile and Year (2005–2018)



# Division I FCS Median Allocated Revenues by Expense Quartile and Year (2005–2018)

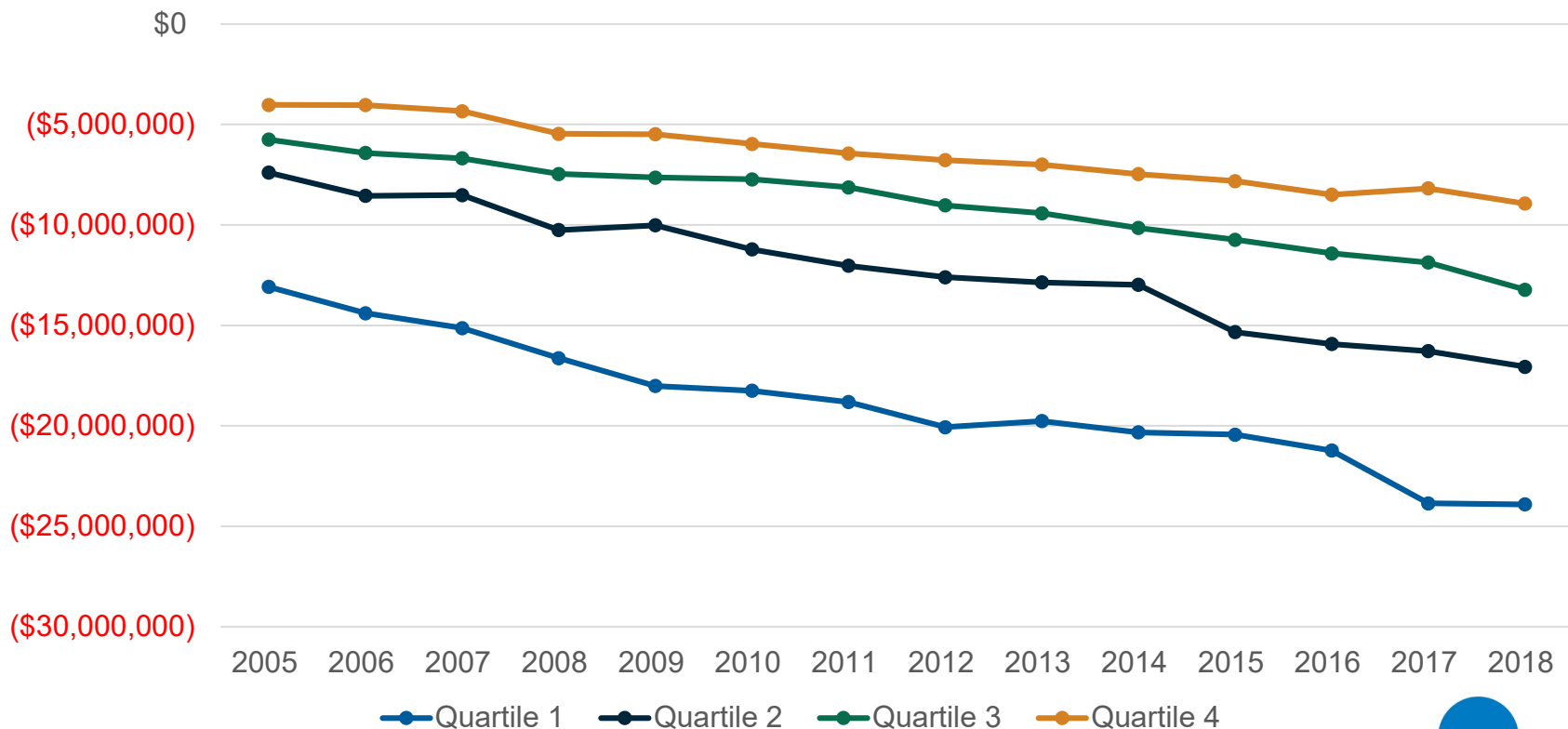


# Division I FCS Median Total Expenses by Expense Quartile and Year (2005–2018)

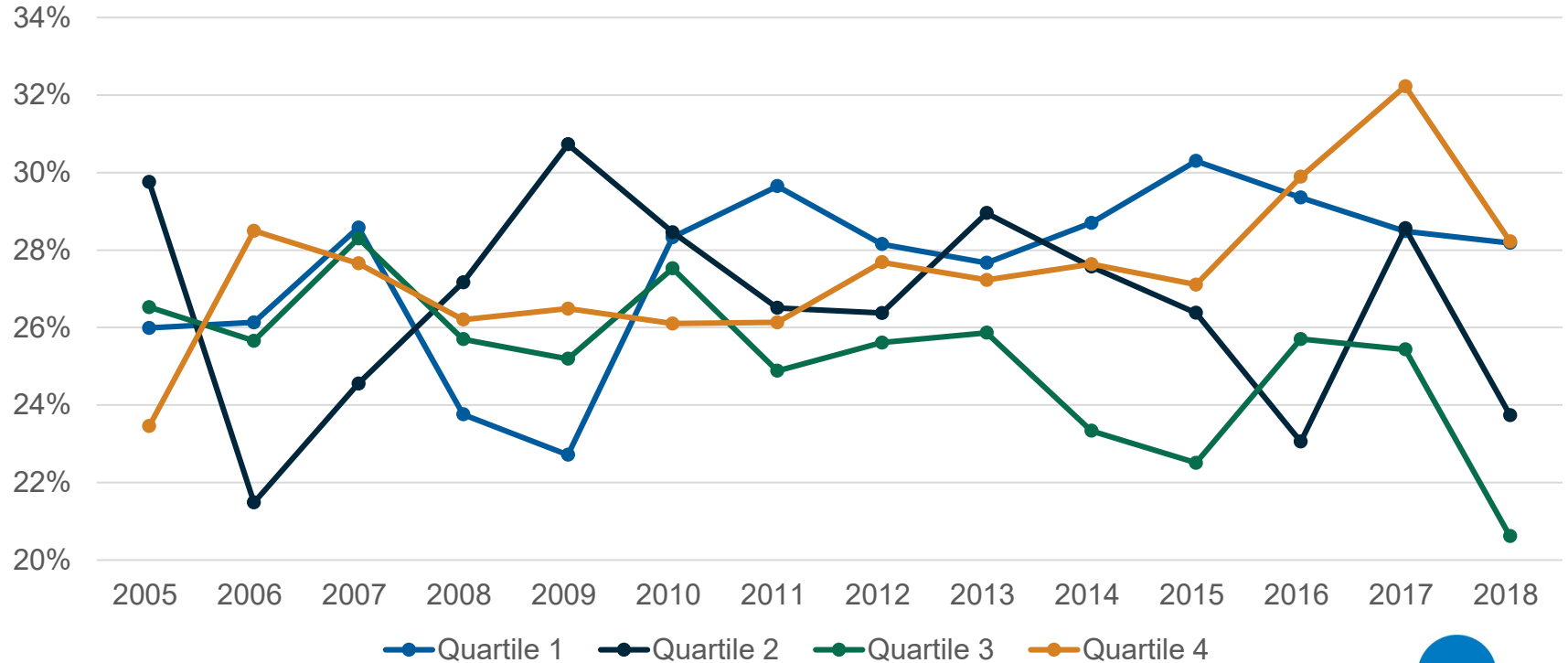




# Division I FCS Net Generated Revenue by Expense Quartile and Year (2005–2018)



# Division I FCS Median Revenue Self-Sufficiency (Gen. Rev by Total Exp.) by Expense Quartile and Year (2005–2018)



# 2018 Top Four Revenue Categories for FCS Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall FCS
Category 1 (% of Total)	Direct Inst. Support (44%)	Direct Inst. Support (49%)	Direct Inst. Support (55%)	Direct Inst. Support (38%)	Direct Inst. Support (47%)
Category 2 (% of Total)	Student Fees (12%)	Indirect Inst. Support (11%)	Student Fees (13%)	Student Fees (24%)	Student Fees (13%)
Category 3 (% of Total)	Indirect Inst. Support (11%)	Student Fees (11%)	Indirect Inst. Support (8%)	Guarantees- Revenues (8%)	Indirect Inst. Support (10%)
Category 4 (% of Total)	Alumni Contributions (11%)	Alumni Contributions (9%)	Alumni Contributions (5%)	NCAA/Conf Distributions (7%)	Alumni Contributions (9%)

# 2018 Top Four Expense Categories for FCS Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall FCS
Category 1 (% of Total)	Salaries and Benefits (32%)	Salaries and Benefits (30%)	Grants-in-Aid (32%)	Salaries and Benefits (34%)	Salaries and Benefits (31%)
Category 2 (% of Total)	Grants-in-Aid (22%)	Grants-in-Aid (28%)	Salaries and Benefits (31%)	Grants-in-Aid (33%)	Grants-in-Aid (27%)
Category 3 (% of Total)	Facilities and Maintenance (11%)	Indirect Inst. Support (9%)	Team Travel (9%)	Team Travel (9%)	Facilities and Maintenance (8%)
Category 4 (% of Total)	Indirect Inst. Support (10%)	Facilities and Maintenance (8%)	Indirect Inst. Support (6%)	Facilities and Maintenance (4%)	Team Travel (8%)



# Revenue and Expense Detail for Division I Subdivision Institutions (by Expense Quartile)

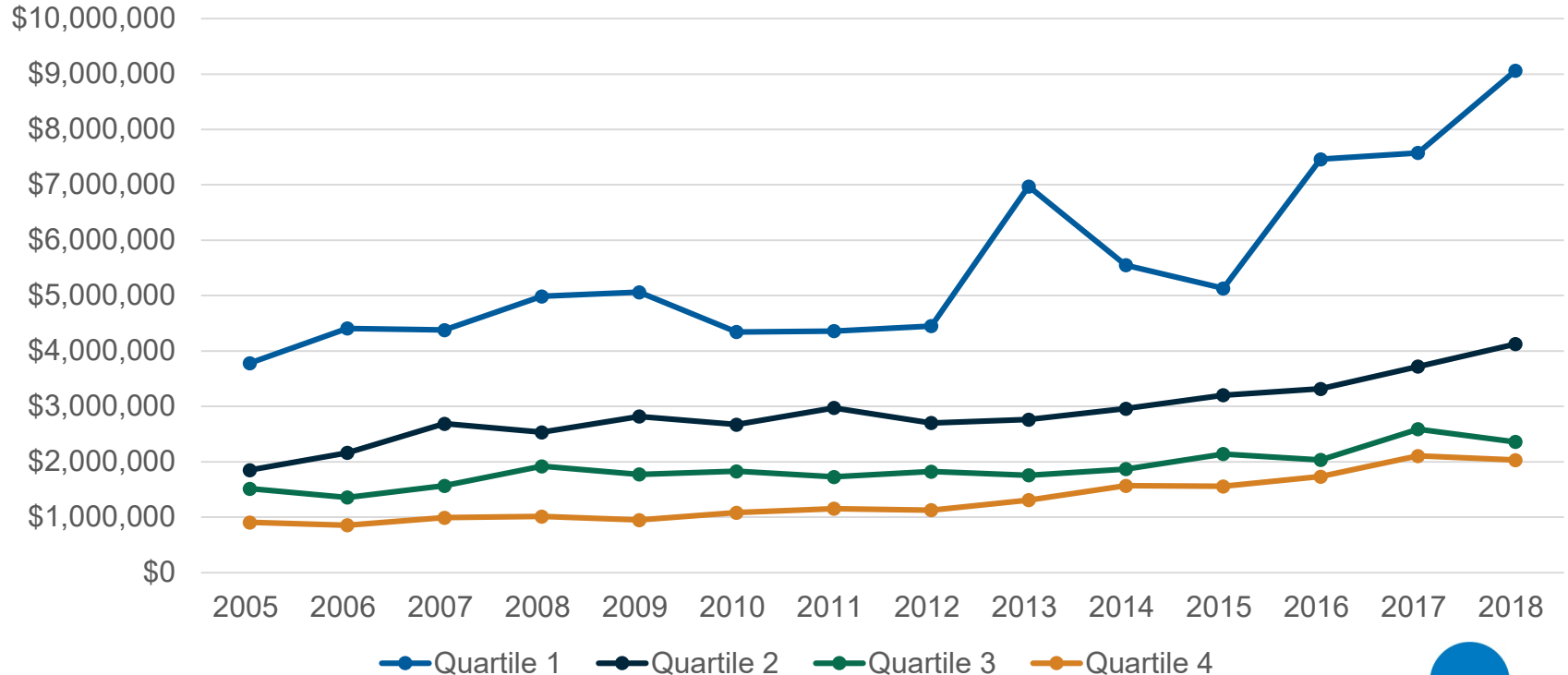
# Median 2018 Revenues and Expenses for Division I Subdivision Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall Division I Subdivision
Generated Revenues	\$9,059,521	\$4,126,236	\$2,359,537	\$2,032,558	\$3,322,887
Total Revenues	\$31,725,636	\$20,417,246	\$15,717,446	\$11,693,555	\$17,470,036
Total Expenses	\$30,181,210	\$20,485,963	\$15,632,565	\$11,693,555	\$17,459,704
Net Generated Revenue	(\$21,689,349)	(\$16,143,121)	(\$12,862,855)	(\$8,688,427)	(\$13,301,623)

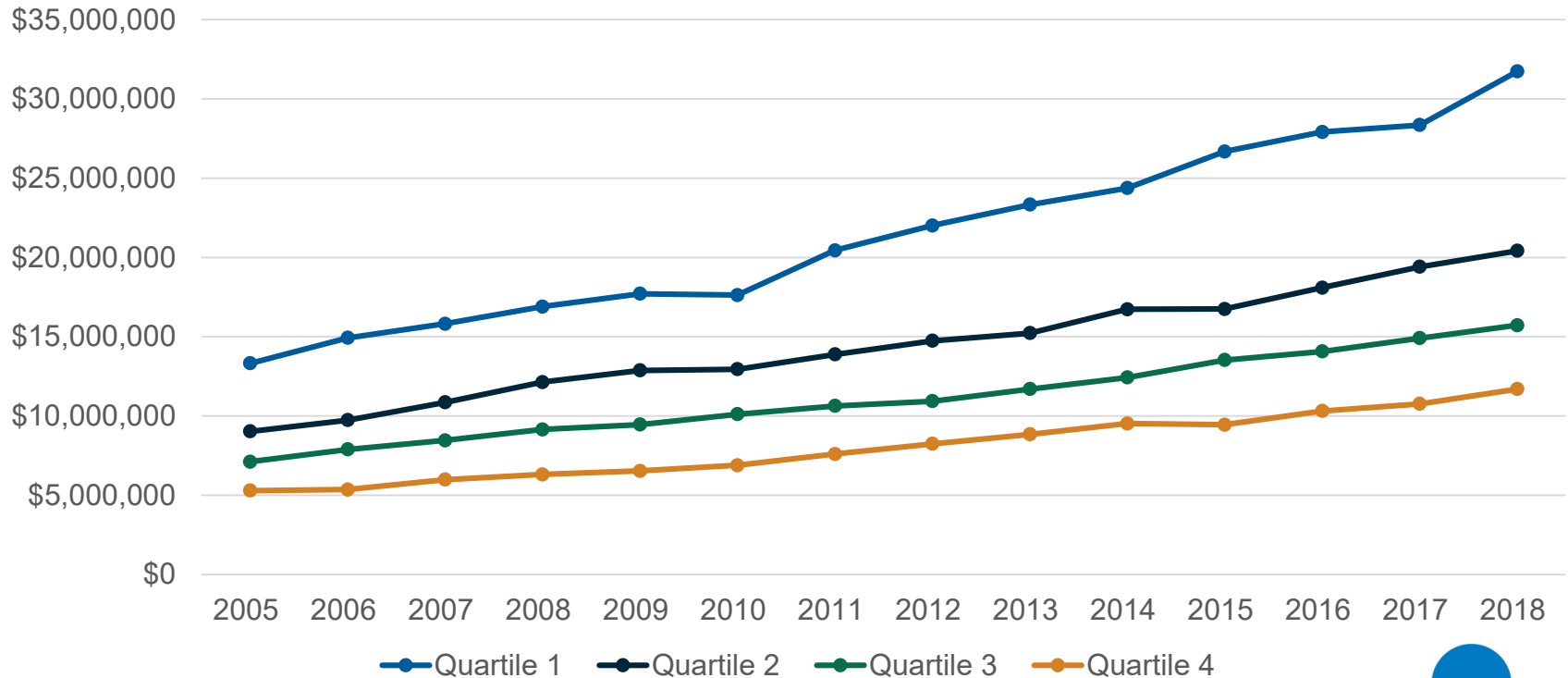
# Division I Subdivision

## Median Generated Revenues

### by Expense Quartile and Year (2005–2018)

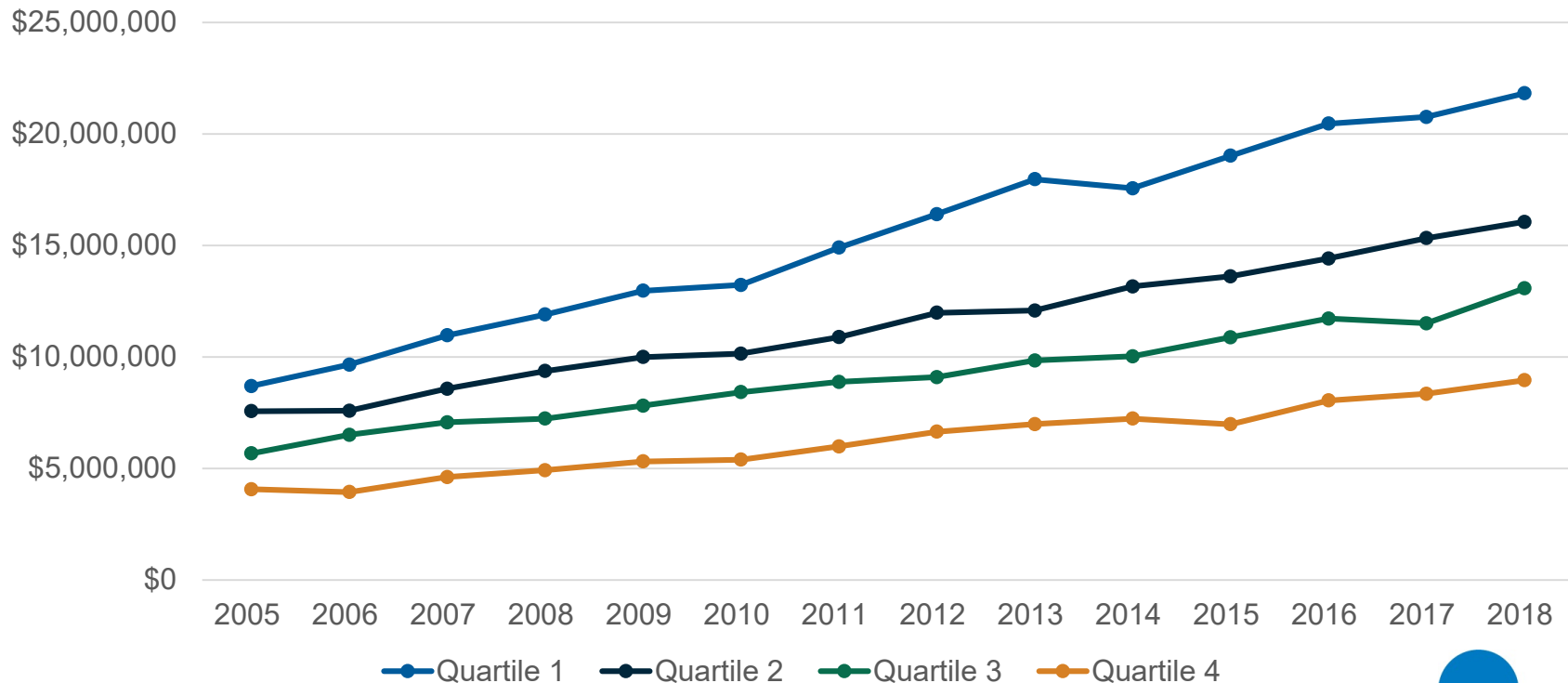


# Division I Subdivision Median Total Revenues by Expense Quartile and Year (2005–2018)

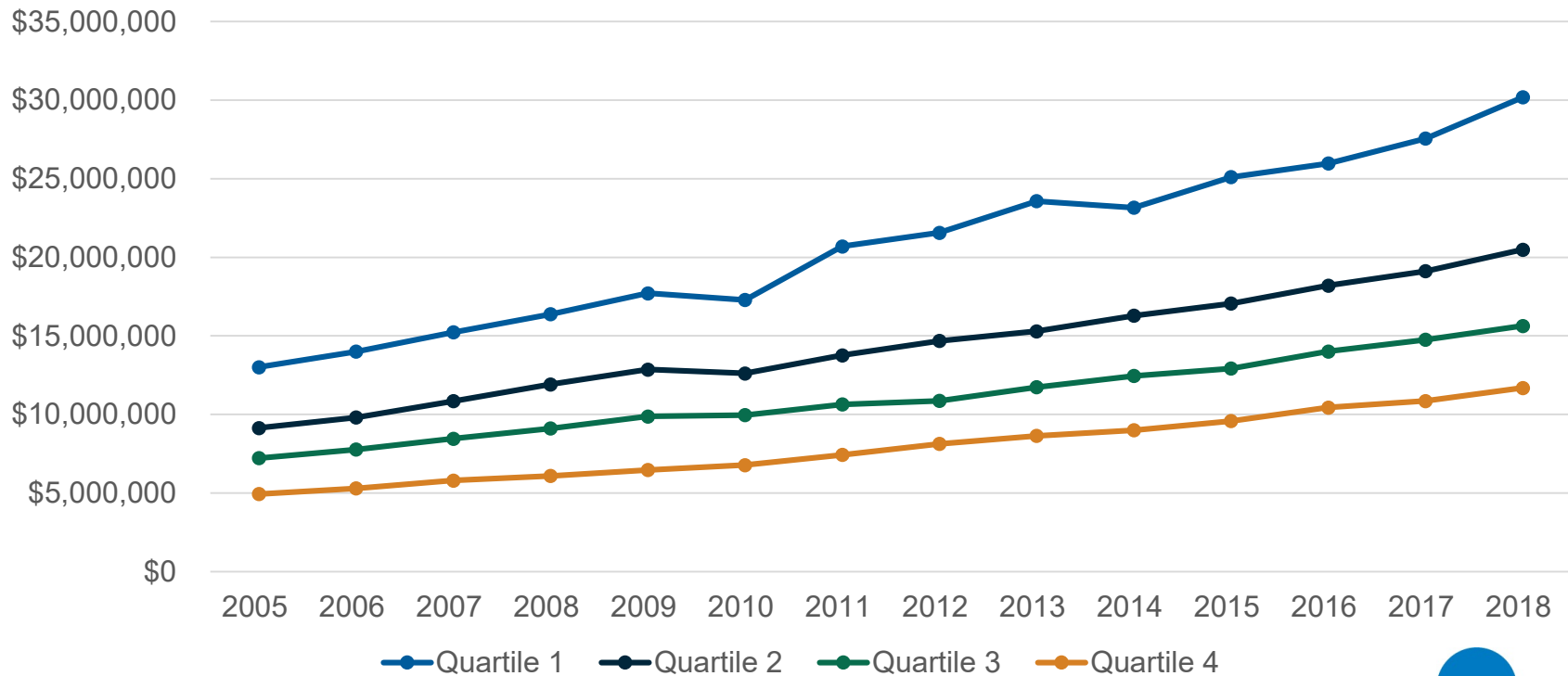




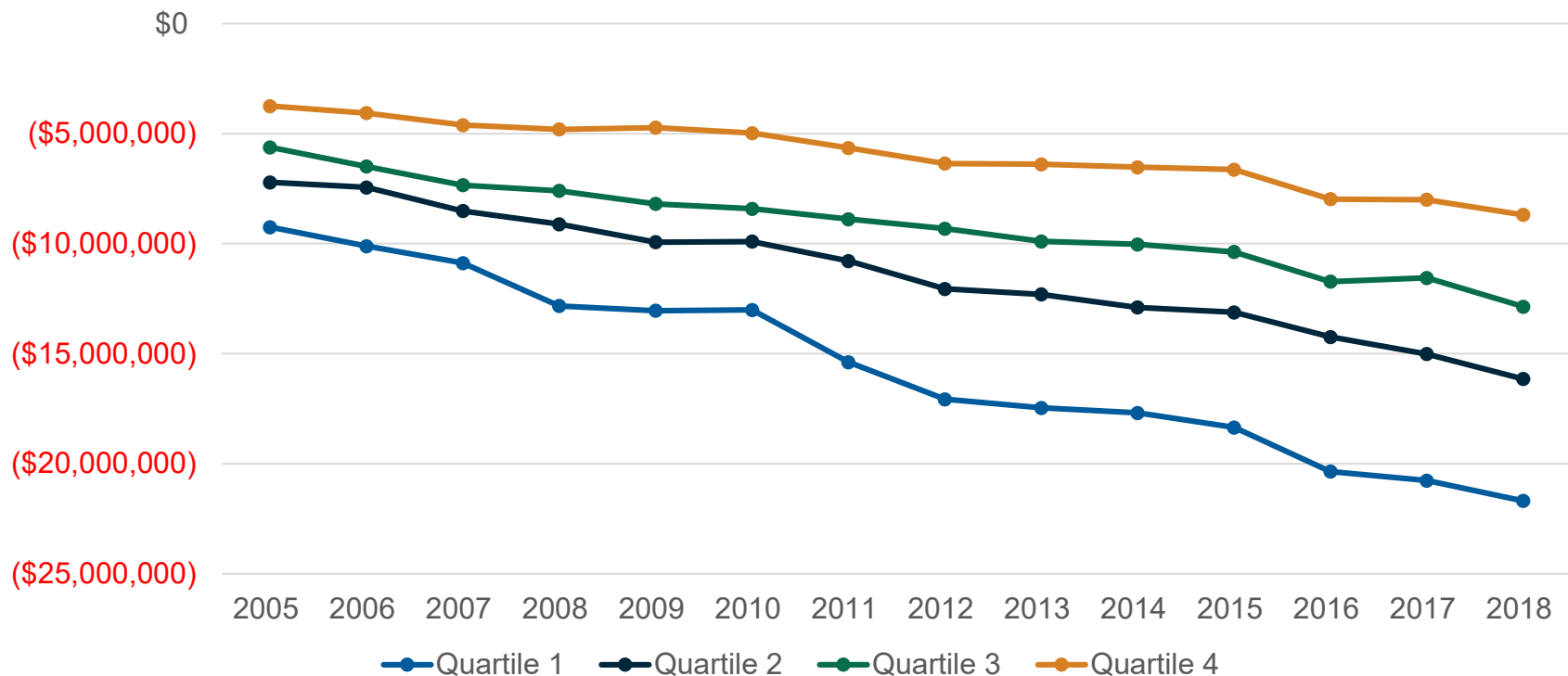
# Division I Subdivision Median Allocated Revenues by Expense Quartile and Year (2005–2018)



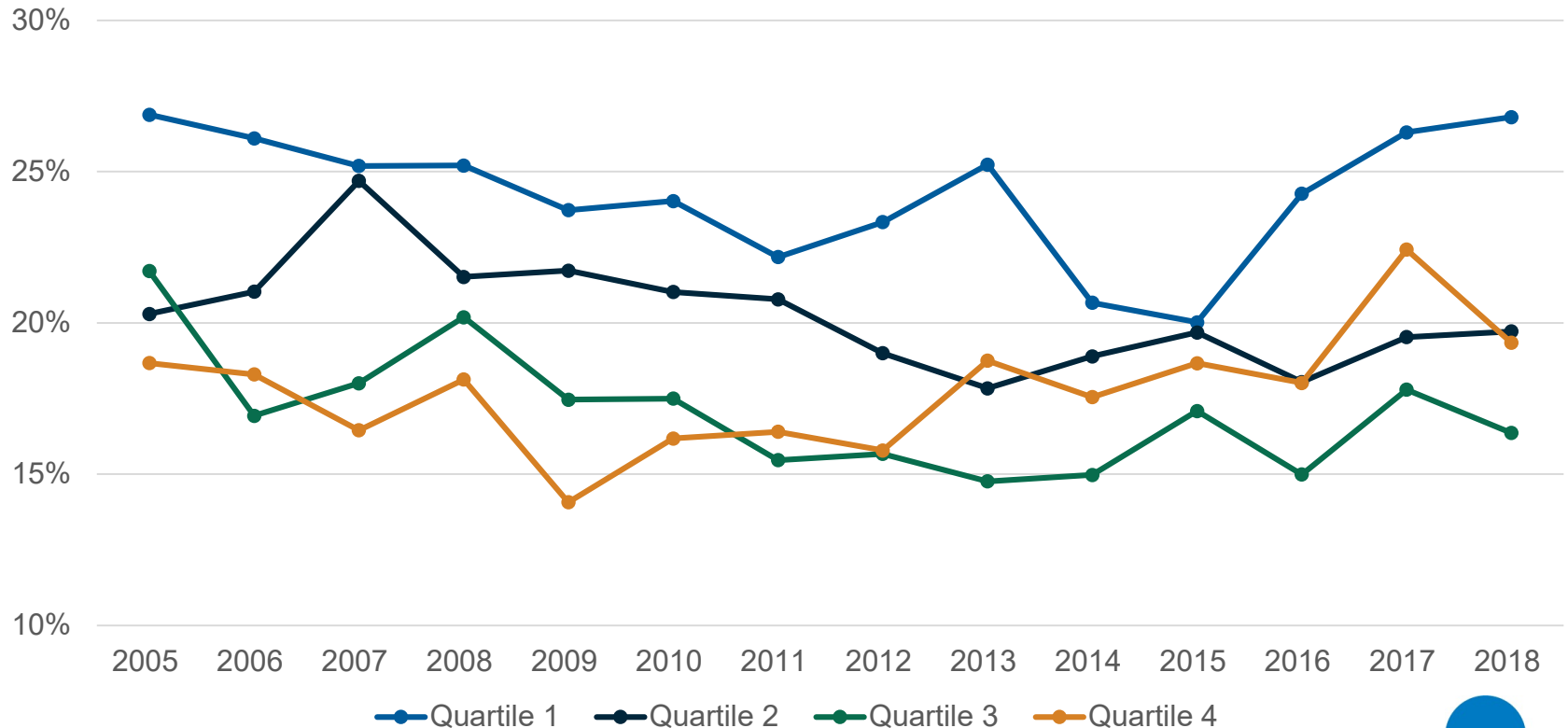
# Division I Subdivision Median Total Expenses by Expense Quartile and Year (2005–2018)



# Division I Subdivision Net Generated Revenue by Expense Quartile and Year (2005–2018)



# Division I Subdivision Median Revenue Self-Sufficiency (Gen. Rev by Total Exp.) by Expense Quartile and Year (2005–2018)



# 2018 Top Four Revenue Categories for Division I Subdivision Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall Division I Subdivision
Category 1 (% of Total)	Direct Inst. Support (53%)	Direct Inst. Support (54%)	Direct Inst. Support (49%)	Direct Inst. Support (53%)	Direct Inst. Support (52%)
Category 2 (% of Total)	Indirect Inst. Support (11%)	Student Fees (14%)	Student Fees (26%)	Student Fees (21%)	Student Fees (14%)
Category 3 (% of Total)	Alumni Contributions (10%)	Indirect Inst. Support (10%)	Indirect Inst. Support (9%)	Alumni Contributions (6%)	Indirect Inst. Support (10%)
Category 4 (% of Total)	Ticket Sales (7%)	Alumni Contributions (6%)	Alumni Contributions (5%)	NCAA/Conf. Distributions (5%)	Alumni Contributions (7%)

# 2018 Top Four Expense Categories for Division I Subdivision Institutions by Expense Quartile

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Overall Division I Subdivision
Category 1 (% of Total)	Salaries and Benefits (31%)	Salaries and Benefits (33%)	Salaries and Benefits (33%)	Salaries and Benefits (33%)	Salaries and Benefits (32%)
Category 2 (% of Total)	Grants-in-Aid (27%)	Grants-in-Aid (26%)	Grants-in-Aid (30%)	Grants-in-Aid (32%)	Grants-in-Aid (28%)
Category 3 (% of Total)	Indirect Inst. Support (9%)	Indirect Inst. Support (8%)	Indirect Inst. Support (8%)	Team Travel (10%)	Team Travel (8%)
Category 4 (% of Total)	Team Travel (8%)	Team Travel (7%)	Team Travel (8%)	Facilities and Maintenance (5%)	Indirect Inst. Support (8%)



# Research

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