



**Revenues and  
Expenses,  
Profits and Losses  
of Division I-A  
Intercollegiate  
Athletics Programs  
Aggregated by  
Conference —  
2003 Fiscal Year**

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# **INTRODUCTION**

# INTRODUCTION

This report provides summary information concerning revenues and expenses of NCAA Division I-A intercollegiate athletics programs for the period 1993 through 2002. It is offered, in response to public interest, as a supplement to the periodic monographs entitled "Revenues and Expenses of Divisions I and II Intercollegiate Athletics Programs – Financial Trends and Relationships," which have been issued on a biennial basis since 1994.

The significance of this issue is that the financial data have been aggregated by Division I-Aathletics conferences. As of the date of this report, there are 11 such conferences:

Atlantic Coast Conference	Mountain West Conference
Big East Conference	Pacific-10 Conference
Big Ten Conference	Southeastern Conference
Big 12 Conference	Sun Belt Conference
Conference USA	Western Athletic Conference
Mid-American Conference	

In addition, there is a group of institutions that do not belong to an athletics conference and that, for purposes of this report, have been grouped as Independents.

## Data Collection

Data utilized in this report were taken from the databases created for prior reports. The data collection was effected by use of a survey distributed to all NCAA member institutions. Since the inception of the Equity in Athletics Disclosure Act (EADA) in 1996, the survey has been conducted in conjunction with the annual survey mandated by that federal act. The usable response rate in Division I-A has consistently been in excess of 90 percent and for the most recent period was 99 percent. Since not all institutions make use of the same fiscal period, respondents were instructed to report information for the 12-month period ending within the respective calendar year reported in this monograph.

## Conference Membership

During the 10-year period covered by this report, the memberships of the respective conferences have periodically changed. Since 1993, institutions have occasionally moved from conference to conference, and there have been periodic expansions and contractions of conferences. It should be noted that for purposes of this report, the membership of each conference as of the 2003 fiscal year has been utilized for all years covered by the report. Thus, for example, the current 11 members of the Big Ten Conference have been included in that conference's aggregate numbers for all reported years.

## Price-Level Adjustments

It is an objective of this report to provide information for the user to analyze trends in revenues and expenses over the reported 10-year period. Some portion of changes in data during such a period of time is the effect of inflation, or the buying power of the U.S. dollar. Since such inflationary effects can be misleading, we have made adjustments for these effects when compiling the data. Therefore, for most tables, charts and graphs presented in absolute dollars, there are related presentations of data having been adjusted for price-level changes. The factor utilized in these adjustments is the general Consumer Price Index (CPI) provided by the U.S. Bureau of Labor and Statistics. It is hoped that the result of these adjustments is an ability on the part of the reader to observe "real" changes in levels of revenues and expenses over the 10-year period.

## Organization of the Report

This report includes tables, charts and graphs presenting average revenues and expenses for teams in all of Division I-A and the respective conferences. There are six sections of the report.

- Section I – Total Program Revenues, Expenses and Net Profit
- Section II – Men's Program Revenues and Expenses

Section III – Women's Program Revenues and Expenses  
Section IV – Football Program Revenues and Expenses  
Section V – Men's Basketball Program Revenues and Expenses  
Section VI – Women's Basketball Program Revenues and Expenses

In each section, data are presented as reported by the entire population of Division I-A institutions, followed by data for the 11 conferences and the independent schools. Tables are supplemented by line graphs and bar charts. These tables, graphs and charts are followed by similar presentations of price-level adjusted data.

### **Caveats for the Reader**

- (1) The results reported herein are averages for all members of the respective conferences. An individual institution's actual results may differ significantly from that institution's conference average; no two schools operate in identical environments or under identical circumstances. The varying sizes of institutions and their budgets, as well as the markets within which they operate, may have dramatic effects on financial results. In addition, there are inherent differences in fiscal demands and resources of public universities and those of private institutions. Similar differences exist for entire conferences.
- (2) In order to more accurately reflect the financial impact of athletics upon the respective institutions, direct institutional support, as identified in the EADA survey, has been removed from revenue sources.
- (3) The CPI measures inflation as experienced by consumers in their daily living expenses. Sometimes referred to as the Retail Price Index, there are separate indexes for two groups – all urban consumers and urban wage earners and clerical workers. The latter is generally used for wage escalation agreements, while the former, utilized for adjustments in this report, is the index most often reported by national media. Since the index is constructed using a "shopping basket" of items, caution should be used in applying the index to specific items, such as the expense items involved in intercollegiate athletics. Nonetheless, the CPI adjustments incorporated in this report provide some insight into the effects of inflation on reported revenues and expenses.
- (4) In some of the charts that follow, data for 1994 and 1996 are presented (represented by an \*). These data are estimates of real revenues and expenses, based on actual data from 1993, 1995 and 1997. These estimated data are included in the line graphs to illustrate the complete year-by-year pattern of revenues and expenses.

### **Acknowledgements**

I would like to express my sincere appreciation to Jim Isch, Senior Vice-President for Administration and CFO, and Todd Petr, Managing Director of Research for the NCAA, for providing me the opportunity to conduct this study and, as usual, the freedom to carry it out as I thought best. Thanks also to Karen Cooper, Denise DeHaas, Corey Bray, and Eric Hartung of the Research Staff for their friendship and able assistance. There is no more competent, supportive or amiable group of people in the universe. Special thanks go to the administration of Transylvania University for encouraging me to continue my research in this area, and my loving appreciation goes to Jill, my significant other, for her boundless patience, understanding and support.

We hope readers will find the report interesting and useful.

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# **List of Tables and Charts**

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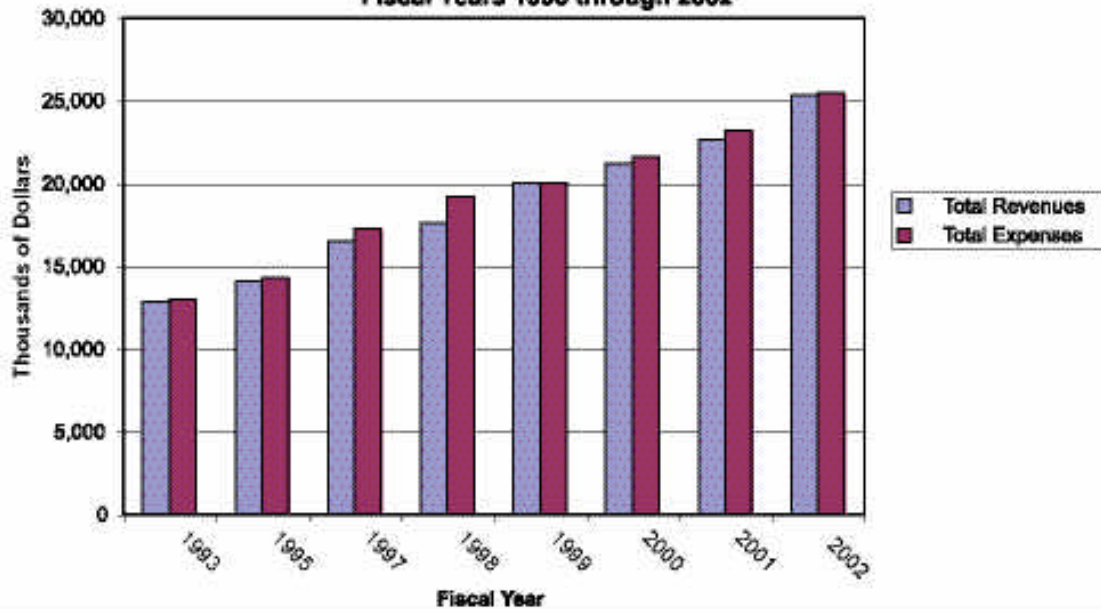


# **TOTAL PROGRAM**

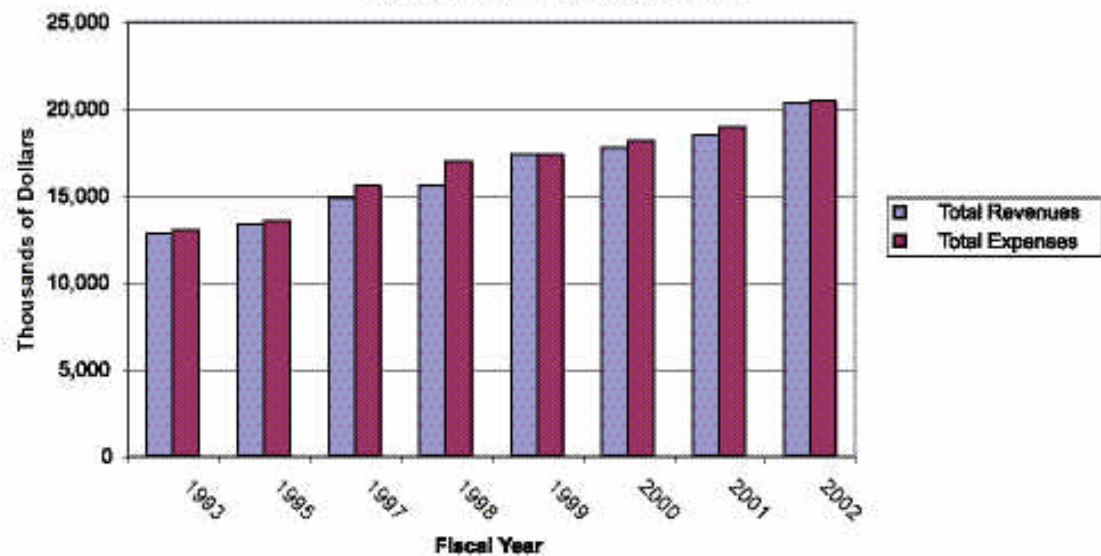
**Table 1.1**  
**Total Program**  
**Revenues, Expenses and Net Profit**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	31,332	28,075	26,747	24,409	22,591	19,721	17,934	14,266	120
Total Expenses	31,681	27,253	25,697	24,976	22,244	18,747	17,781	12,445	155
Net Profit	(350)	822	1,050	(567)	348	974	152	1,821	(119)
<b>Big 12</b>									
Total Revenue	34,397	29,446	27,377	25,485	21,472	19,946	17,023	13,981	146
Total Expenses	31,897	28,464	25,836	24,386	22,462	21,079	16,488	13,961	128
Net Profit	2,500	982	1,541	1,099	(990)	(1,133)	535	20	12,400
<b>Big East</b>									
Total Revenue	27,184	25,997	24,235	22,340	19,194	16,629	14,400	12,889	111
Total Expenses	30,971	29,270	27,179	20,254	22,201	19,354	17,038	14,863	108
Net Profit	(3,787)	(3,273)	(2,944)	2,086	(3,008)	(2,725)	(2,638)	(1,973)	(92)
<b>Big Ten</b>									
Total Revenue	44,507	38,153	40,350	35,746	36,070	30,410	23,696	21,351	108
Total Expenses	40,313	37,152	38,071	34,330	36,508	31,433	22,504	20,047	101
Net Profit	4,193	1,001	2,279	1,416	(439)	(1,024)	1,192	1,304	222
<b>C-USA</b>									
Total Revenue	14,421	13,283	13,218	14,706	10,911	10,103	10,462	8,874	63
Total Expenses	17,708	17,518	17,610	15,830	14,354	13,322	11,531	10,168	74
Net Profit	(3,287)	(4,234)	(4,392)	(1,124)	(3,443)	(3,220)	(1,070)	(1,294)	(154)
<b>Independent</b>									
Total Revenue	8,670	11,493	11,710	6,980	3,791	5,643	7,342	5,175	68
Total Expenses	11,182	12,100	11,029	7,588	3,976	6,646	8,005	6,503	72
Net Profit	(2,512)	(607)	681	(608)	(185)	(1,003)	(663)	(1,328)	(89)
<b>MAC</b>									
Total Revenue	10,102	6,854	6,975	6,024	5,685	5,294	4,283	3,983	154
Total Expenses	12,067	10,926	9,982	9,074	8,893	7,771	6,780	6,027	100
Net Profit	(1,965)	(4,072)	(3,007)	(3,050)	(3,208)	(2,477)	(2,497)	(2,044)	4
<b>Mountain West</b>									
Total Revenue	18,428	15,725	14,425	11,490	10,842	10,215	8,784	9,128	102
Total Expenses	17,955	16,762	15,640	12,716	11,577	11,614	10,535	9,652	86
Net Profit	472	(1,037)	(1,215)	(1,226)	(735)	(1,399)	(1,752)	(524)	190
<b>Pac-10</b>									
Total Revenue	33,014	31,293	29,363	27,477	24,302	21,339	18,210	15,862	108
Total Expenses	33,897	31,982	29,303	26,577	26,355	22,288	18,418	16,556	105
Net Profit	(883)	(689)	60	900	(2,053)	(950)	(209)	(693)	(27)
<b>SEC</b>									
Total Revenue	41,192	36,492	34,706	30,793	30,789	25,373	21,597	19,104	116
Total Expenses	35,303	32,031	29,687	26,042	29,847	23,233	16,892	17,225	105
Net Profit	5,889	4,461	5,019	4,751	943	2,140	4,705	1,879	213
<b>Sun Belt</b>									
Total Revenue	6,783	5,008	5,456	5,598	5,077	4,540	5,162	4,776	42
Total Expenses	9,293	7,745	6,737	6,072	5,787	5,615	5,273	5,043	84
Net Profit	(2,510)	(2,737)	(1,281)	(474)	(710)	(1,075)	(111)	(267)	(840)
<b>WAC</b>									
Total Revenue	11,704	9,936	9,133	8,121	7,046	7,471	6,458	6,317	85
Total Expenses	14,644	13,848	12,509	11,679	10,612	9,095	9,162	7,269	101
Net Profit	(2,941)	(3,912)	(3,376)	(3,558)	(3,566)	(1,625)	(2,704)	(952)	(209)
<b>Total Division</b>									
Total Revenue	25,358	22,600	21,157	20,000	17,597	16,500	14,100	12,800	98
Total Expenses	25,448	23,200	21,628	20,000	19,164	17,300	14,300	13,000	96
Net Profit	(90)	(600)	(471)	0	(1,567)	(800)	(200)	(200)	55

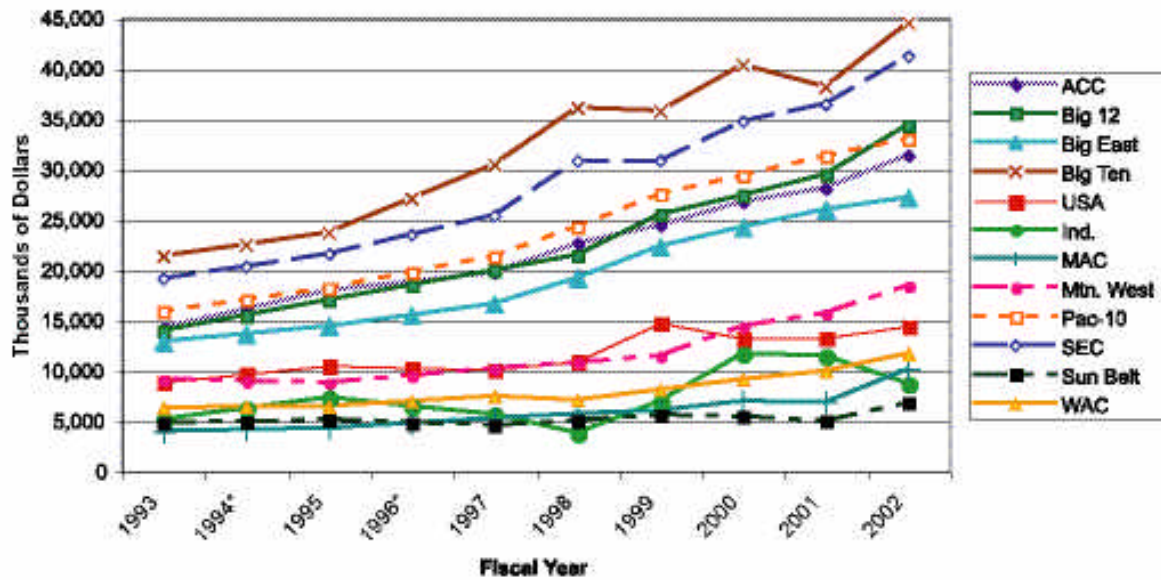
**Chart 1.2**  
**Average Revenues and Expenses**  
**Division I-A**  
**Fiscal Years 1993 through 2002**



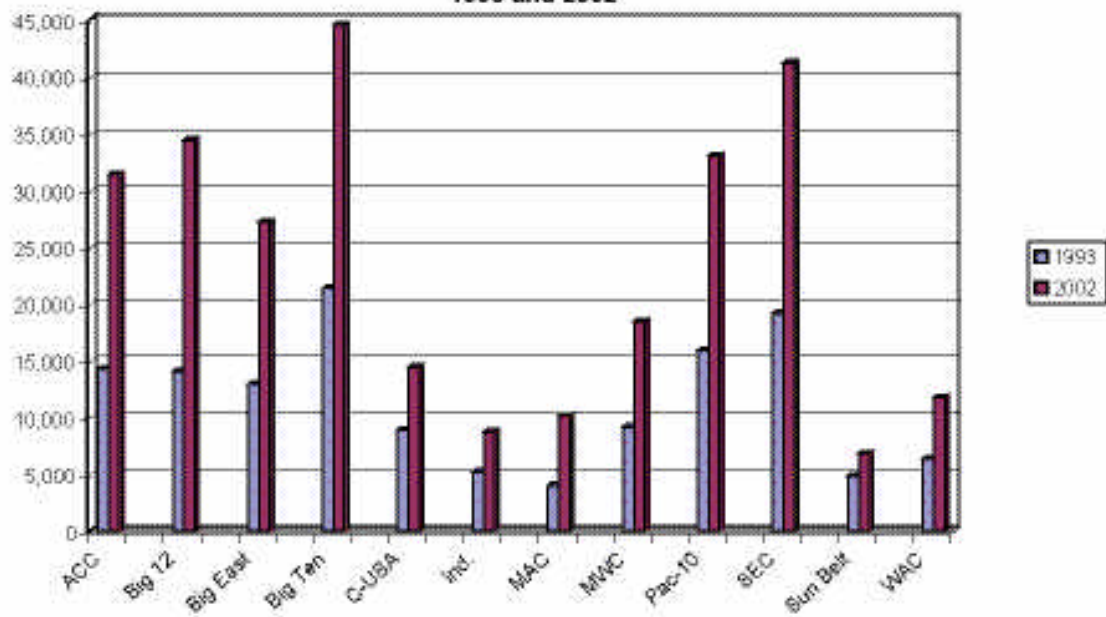
**Chart 1.3**  
**Average Revenues and Expenses – Price-Level Adjusted**  
**Division I-A**  
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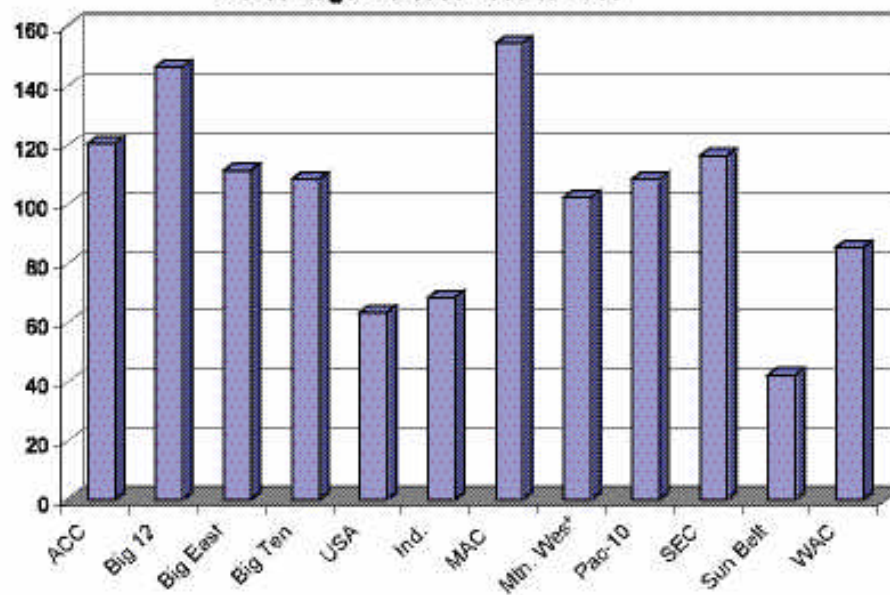
**Chart 1.4**  
**Total Program Revenues**  
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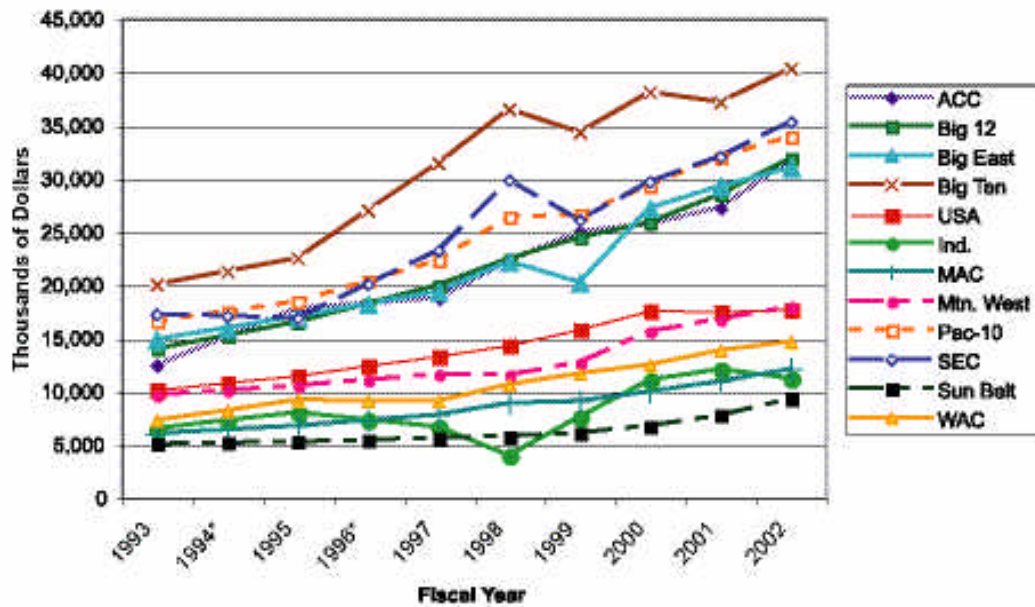
**Chart 1.5**  
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**Chart 1.6**  
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**Chart 1.7**  
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**Chart 1.8**  
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**1993 and 2002**

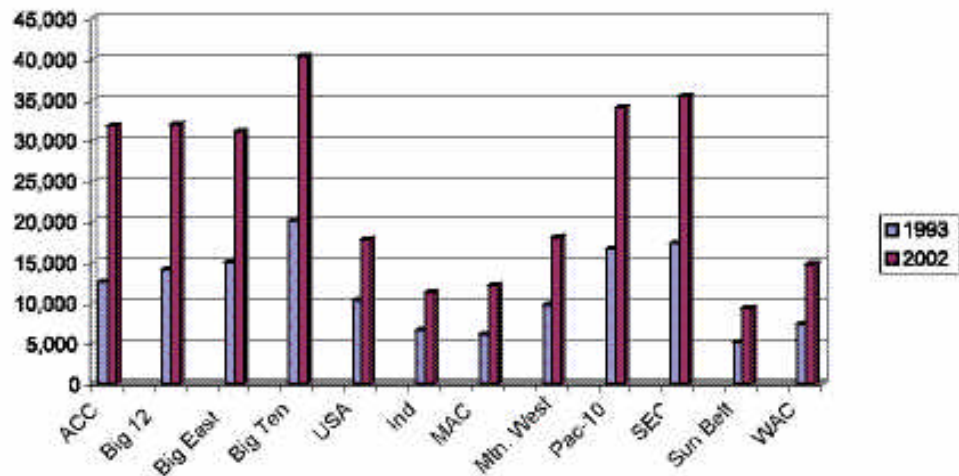
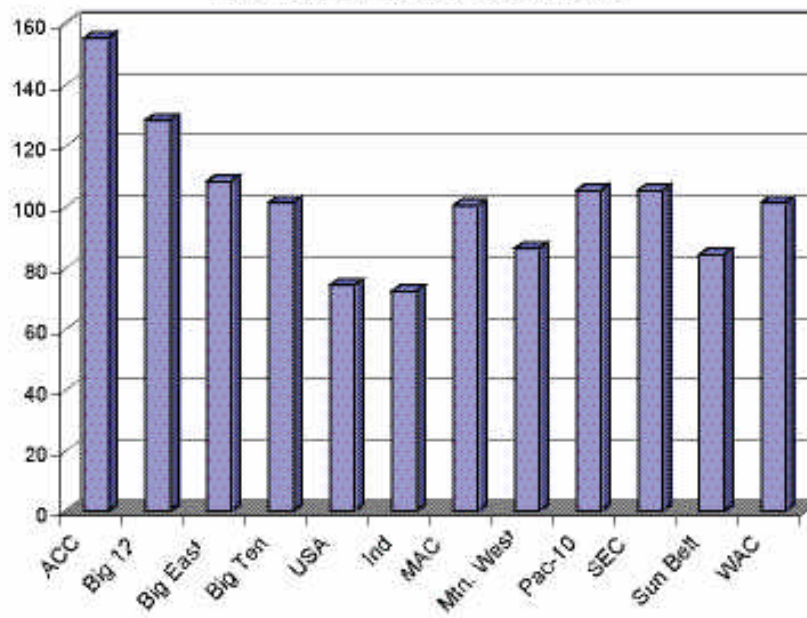


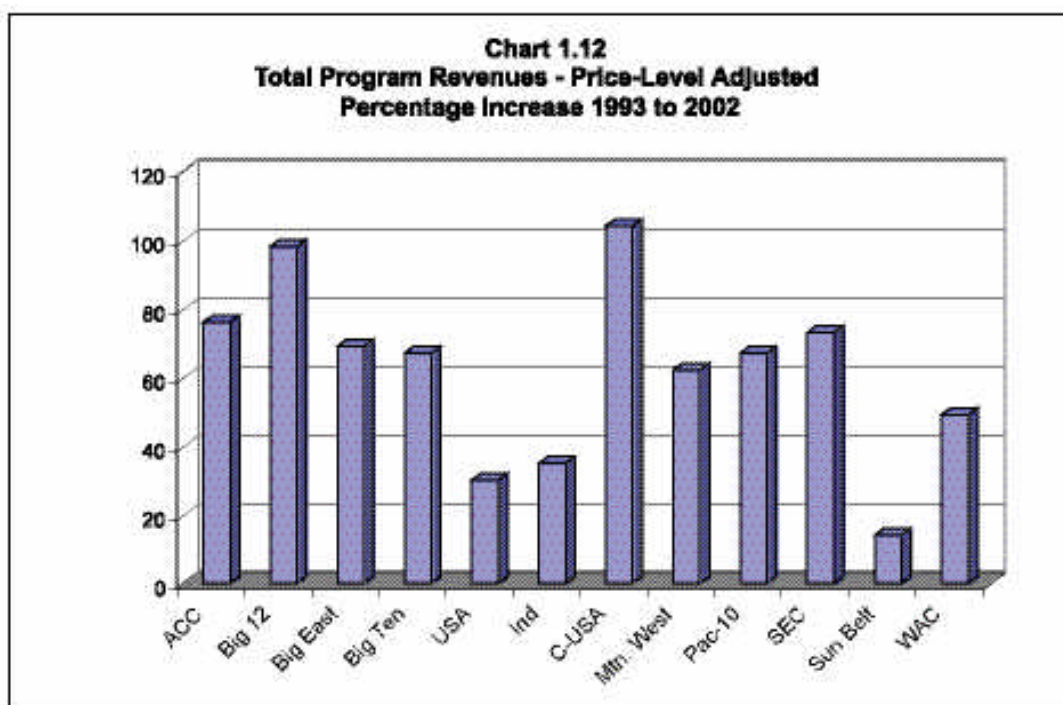
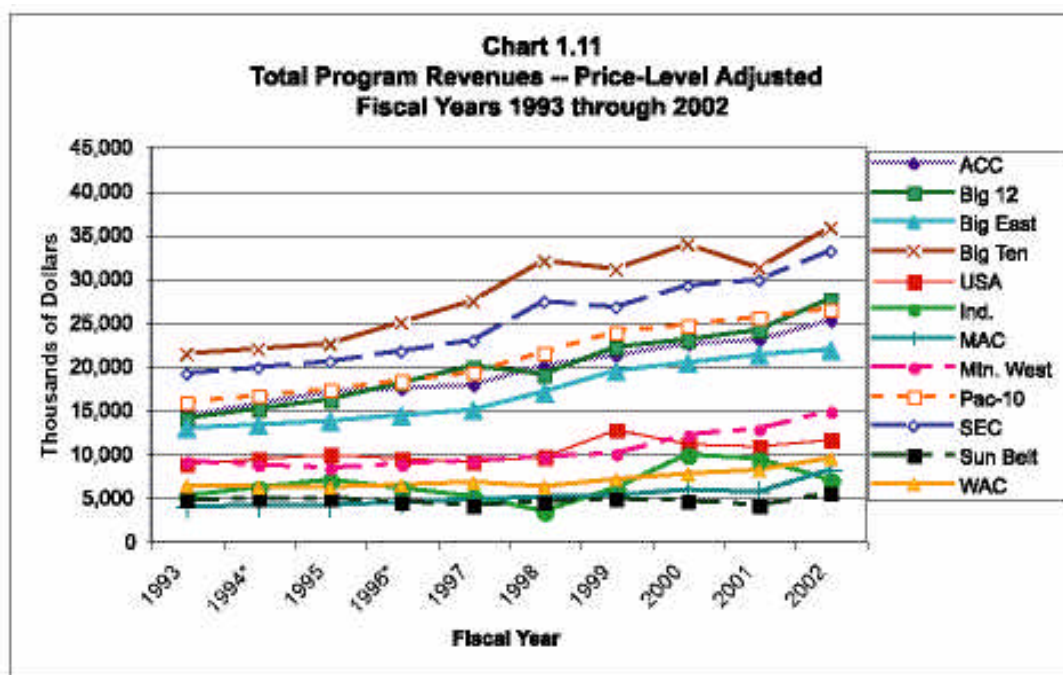
Chart 1.9  
Total Program Expenses  
Percentage Increase 1993 to 2002



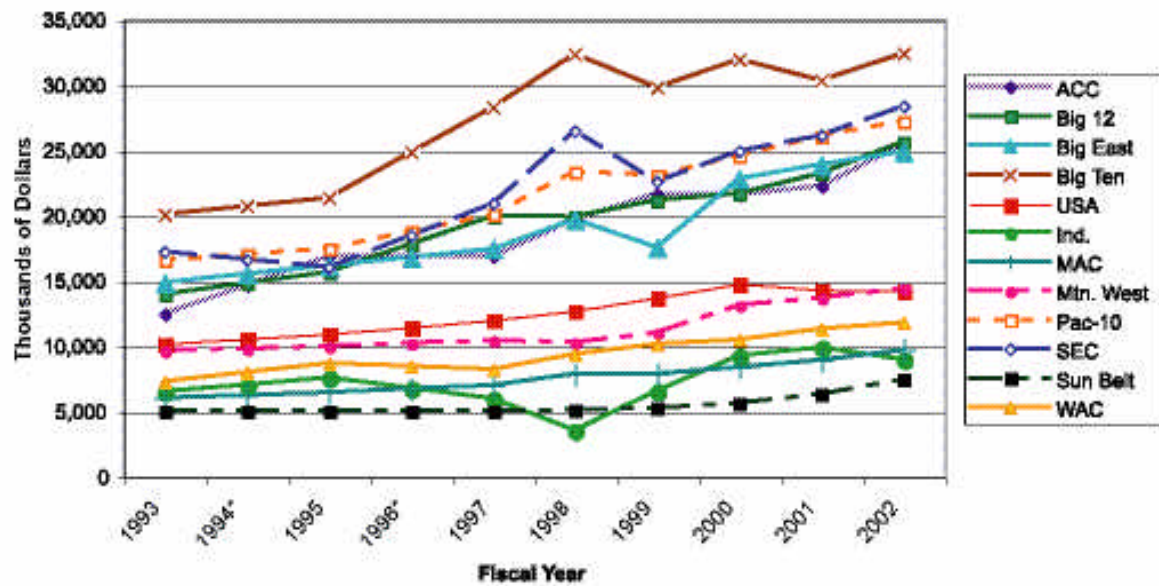


**Table 1.10**  
**Total Program**  
**Revenues, Expenses and Net Profit**  
**Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

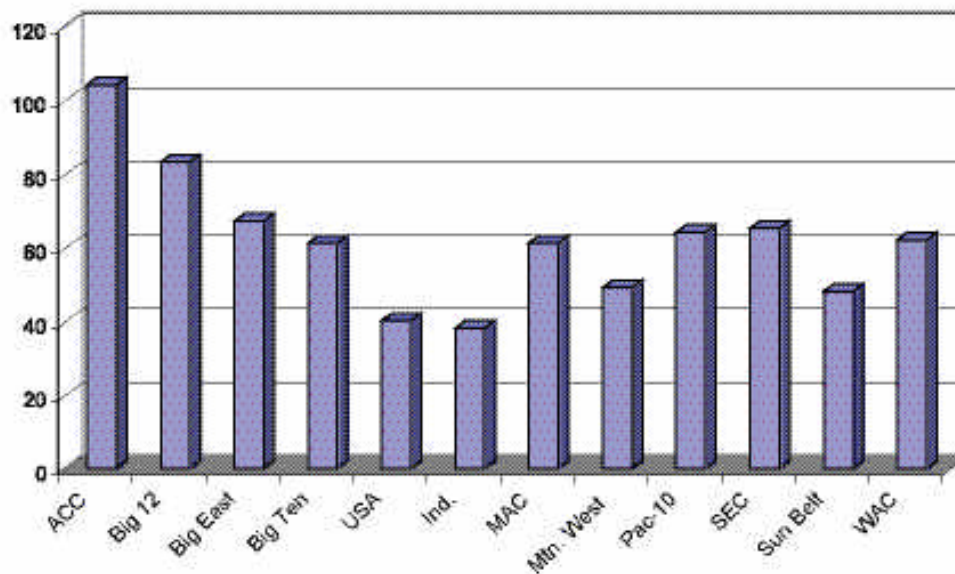
Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	25,160	22,909	22,441	21,163	20,016	17,749	17,001	14,266	76
Total Expenses	25,440	22,238	21,560	21,654	19,708	16,872	16,856	12,445	104
Net Profit	(454)	671	881	(1,250)	307	877	145	1,821	(125)
<b>Big 12</b>									
Total Revenue	27,621	24,028	22,969	22,095	19,024	17,951	16,138	13,981	98
Total Expenses	25,613	23,227	21,676	21,143	19,901	18,971	15,631	13,961	83
Net Profit	2,008	801	1,293	(1,448)	(877)	(1,020)	507	20	9,938
<b>Big East</b>									
Total Revenue	21,829	21,214	20,333	19,369	17,006	14,966	13,651	12,889	69
Total Expenses	24,870	23,884	22,803	17,560	19,670	17,419	16,152	14,863	67
Net Profit	(3,041)	(2,671)	(2,470)	(3,035)	(2,664)	(2,453)	(2,501)	(1,974)	(54)
<b>Big Ten</b>									
Total Revenue	35,739	31,133	33,854	30,992	31,958	27,369	22,464	21,351	67
Total Expenses	32,371	30,316	31,942	29,764	32,346	28,290	21,334	20,047	61
Net Profit	3,368	817	1,912	(1,910)	(388)	(921)	1,130	1,304	158
<b>C-USA</b>									
Total Revenue	11,580	10,839	11,090	12,750	9,667	9,093	9,918	8,874	30
Total Expenses	14,220	14,295	14,775	13,725	12,718	11,990	10,931	10,168	40
Net Profit	(2,639)	(3,456)	(3,685)	(2,240)	(3,050)	(2,897)	(1,013)	(1,294)	(104)
<b>Independent</b>									
Total Revenue	6,962	9,378	9,825	6,052	3,359	5,079	6,960	5,175	35
Total Expenses	8,979	9,874	9,253	6,579	3,523	5,981	7,589	6,503	38
Net Profit	(2,017)	(495)	571	(758)	(164)	(903)	(629)	(1,328)	(52)
<b>MAC</b>									
Total Revenue	8,112	5,593	5,852	5,223	5,037	4,765	4,060	3,983	104
Total Expenses	9,690	8,916	8,375	7,867	7,879	6,994	6,427	6,027	61
Net Profit	(1,578)	(3,323)	(2,523)	(3,273)	(2,842)	(2,229)	(2,367)	(2,044)	23
<b>Mountain West</b>									
Total Revenue	14,798	12,832	12,103	9,962	9,606	9,194	8,327	9,128	62
Total Expenses	14,418	13,678	13,122	11,024	10,257	10,453	9,987	9,652	49
Net Profit	380	(846)	(1,019)	(1,459)	(651)	(1,259)	(1,660)	(524)	172
<b>Pac-10</b>									
Total Revenue	26,510	25,535	24,636	23,823	21,532	19,205	17,263	15,862	67
Total Expenses	27,219	26,097	24,585	23,042	23,351	20,059	17,460	16,556	64
Net Profit	(709)	(562)	50	(2,297)	(1,819)	(854)	(197)	(694)	(2)
<b>SEC</b>									
Total Revenue	33,077	29,777	29,118	26,698	27,279	22,836	20,474	19,104	73
Total Expenses	28,348	26,137	24,907	22,578	26,444	20,910	16,014	17,225	65
Net Profit	4,729	3,640	4,211	355	835	1,926	4,460	1,879	152
<b>Sun Belt</b>									
Total Revenue	5,447	4,087	4,578	4,853	4,498	4,086	4,894	4,776	14
Total Expenses	7,462	6,320	5,652	5,264	5,127	5,054	4,999	5,043	48
Net Profit	(2,016)	(2,233)	(1,075)	(499)	(629)	(968)	(105)	(267)	(655)
<b>WAC</b>									
Total Revenue	9,398	8,108	7,663	7,041	6,243	6,724	6,122	6,317	49
Total Expenses	11,759	11,300	10,495	10,126	9,402	8,186	8,686	7,269	62
Net Profit	(2,361)	(3,192)	(2,832)	(3,231)	(3,159)	(1,462)	(2,563)	(952)	(148)
<b>Total Division</b>									
Total Revenue	20,362	18,442	17,751	17,340	15,591	14,850	13,367	12,800	59
Total Expenses	20,435	18,931	18,146	17,340	16,979	15,570	13,556	13,000	57
Net Profit	(72)	(490)	(395)	0	(1,388)	(720)	(190)	(200)	64



**Chart 1.13**  
**Total Program Expenses – Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



**Chart 1.14**  
**Total Program Expenses – Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**

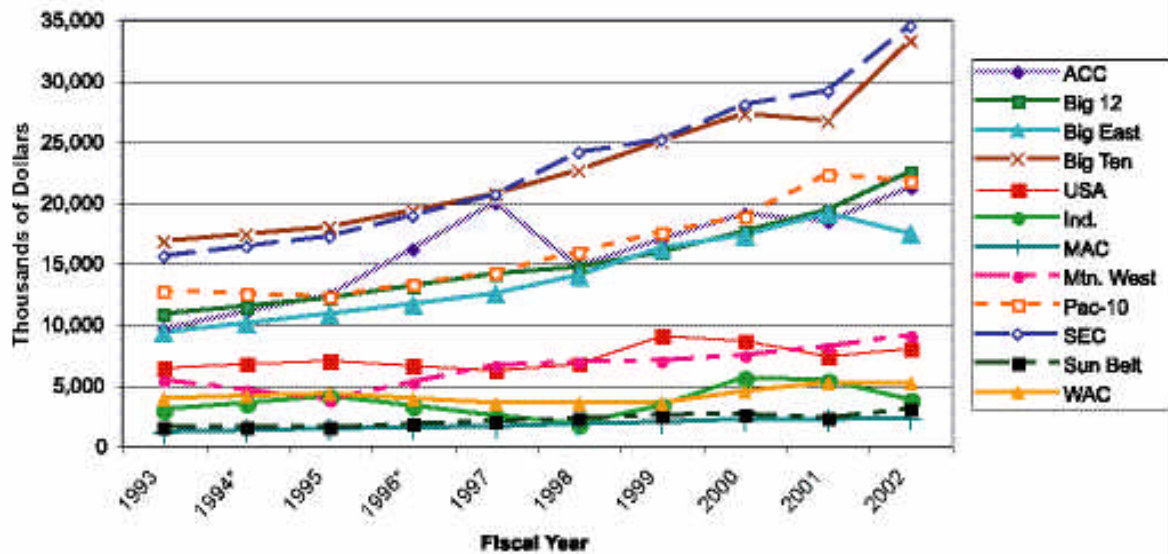


# **MEN'S PROGRAM**

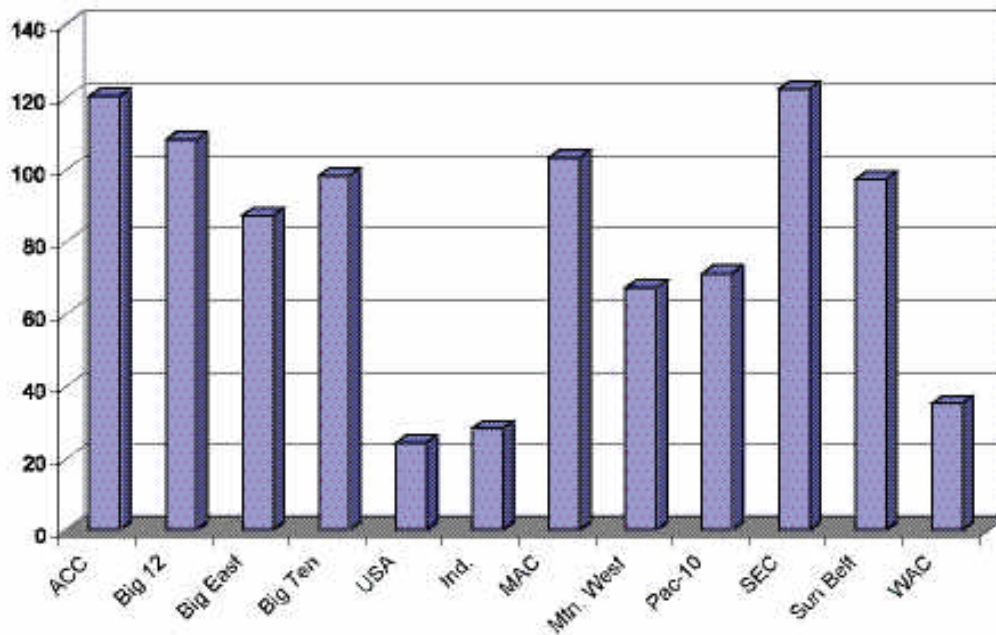
**Table 2.1**  
**Men's Program**  
**Revenues, Expenses and Net Profit**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	21,187	18,419	19,039	16,912	14,755	14,454	12,362	9,612	120
Total Expenses	14,511	13,034	11,593	11,922	11,168	9,964	7,965	7,845	85
Net Profit	6,677	5,385	7,446	4,990	3,588	4,490	4,396	1,767	278
<b>Big 12</b>									
Total Revenue	22,472	19,360	17,608	15,888	14,679	14,114	12,128	10,827	108
Total Expenses	13,448	12,257	11,107	12,460	10,908	9,451	9,035	8,104	66
Net Profit	9,024	7,104	6,501	3,428	3,771	4,663	3,092	2,723	231
<b>Big East</b>									
Total Revenue	17,416	19,073	17,255	16,244	13,965	12,490	10,827	9,301	87
Total Expenses	15,349	15,036	14,336	11,133	11,273	9,818	9,696	8,330	84
Net Profit	2,068	4,036	2,919	5,111	2,692	2,672	1,131	972	113
<b>Big Ten</b>									
Total Revenue	33,236	26,646	27,252	24,966	22,605	20,641	17,940	16,784	98
Total Expenses	16,816	15,567	15,406	14,034	13,074	12,994	11,410	9,924	69
Net Profit	16,419	11,079	11,846	10,932	9,530	7,647	6,530	6,859	139
<b>C-USA</b>									
Total Revenue	8,021	7,418	8,644	9,047	6,775	6,207	7,045	6,447	24
Total Expenses	8,707	8,381	8,436	7,521	7,401	6,434	6,344	5,589	56
Net Profit	(686)	(963)	208	1,527	(626)	(227)	700	858	(180)
<b>Independent</b>									
Total Revenue	3,798	5,372	5,572	3,296	1,824	2,467	4,073	2,966	28
Total Expenses	4,935	6,018	4,983	3,512	1,799	3,292	4,197	3,701	33
Net Profit	(1,137)	(646)	589	(215)	25	(825)	(124)	(735)	(55)
<b>MAC</b>									
Total Revenue	2,277	2,167	2,161	1,946	1,811	1,560	1,391	1,122	103
Total Expenses	5,208	4,683	4,475	4,139	4,002	3,795	3,182	3,163	65
Net Profit	(2,931)	(2,516)	(2,315)	(2,194)	(2,191)	(2,234)	(1,791)	(2,040)	(44)
<b>Mountain West</b>									
Total Revenue	9,059	8,175	7,436	6,970	6,900	6,640	3,803	5,417	67
Total Expenses	8,758	7,902	7,255	5,892	5,545	6,155	5,108	5,087	72
Net Profit	301	273	181	1,078	1,355	485	(1,305)	330	(9)
<b>Pac-10</b>									
Total Revenue	21,719	22,267	18,859	17,500	15,927	14,248	12,290	12,718	71
Total Expenses	16,085	15,977	14,752	12,797	12,297	10,775	8,302	8,382	92
Net Profit	5,633	6,290	4,107	4,703	3,630	3,473	3,988	4,336	30
<b>SEC</b>									
Total Revenue	34,465	29,145	28,010	25,103	24,079	20,628	17,179	15,551	122
Total Expenses	16,974	16,085	14,457	13,315	14,459	11,876	9,031	8,327	104
Net Profit	17,490	13,060	13,553	11,788	9,620	8,751	8,148	7,224	142
<b>Sun Belt</b>									
Total Revenue	3,084	2,263	2,604	2,531	2,250	2,026	1,554	1,562	97
Total Expenses	4,568	4,027	3,575	3,464	3,115	3,305	3,233	3,211	42
Net Profit	(1,483)	(1,764)	(971)	(933)	(865)	(1,279)	(1,678)	(1,649)	10
<b>WAC</b>									
Total Revenue	5,208	5,202	4,447	3,500	3,505	3,499	4,300	3,867	35
Total Expenses	6,589	6,199	5,838	5,392	5,290	4,236	4,664	4,636	42
Net Profit	(1,382)	(998)	(1,392)	(1,892)	(1,785)	(736)	(364)	(769)	80
<b>Total Division</b>									
Total Revenue	16,634	14,829	13,909	13,500	11,531	11,600	9,800	9,400	77
Total Expenses	11,663	10,900	10,043	9,500	8,986	8,300	7,400	7,000	67
Net Profit	4,971	3,929	3,866	4,000	2,545	3,300	2,400	2,500	99

**Chart 2.2**  
Men's Program Revenues  
Fiscal Years 1993 through 2002

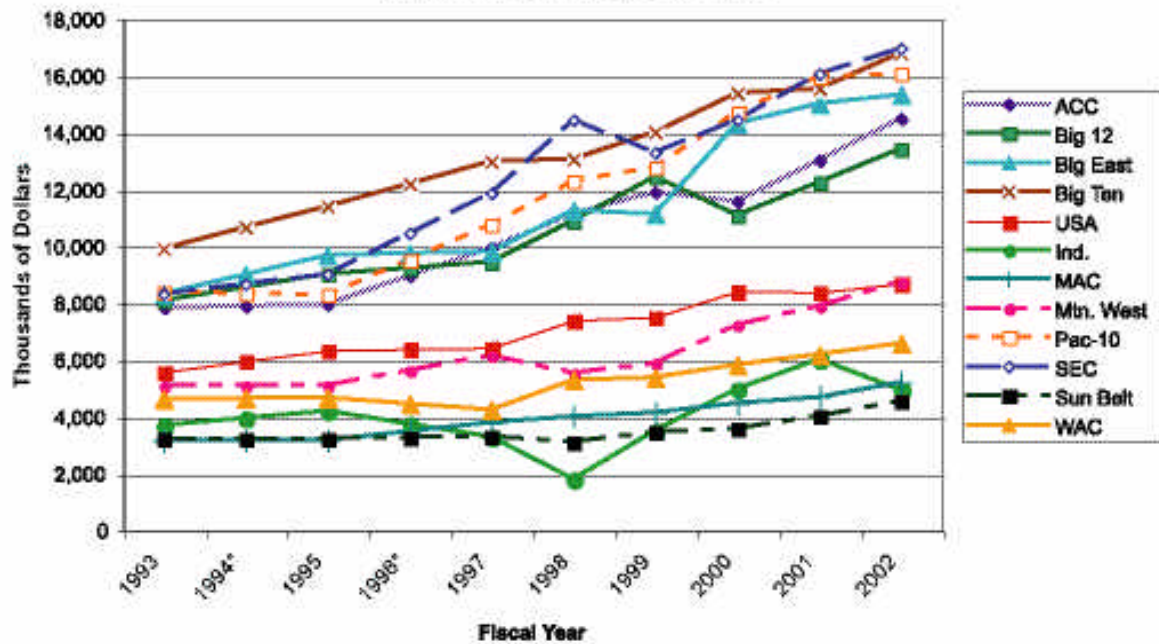


**Chart 2.3**  
Men's Program Revenues  
Percentage Increase 1993 to 2002

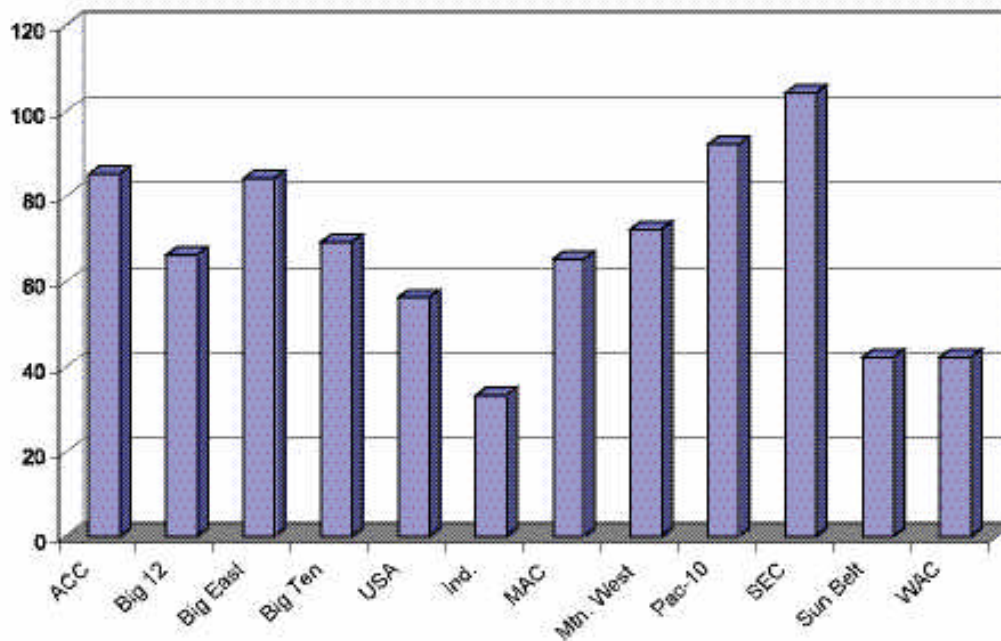




**Chart 2.4**  
Men's Program Expenses  
Fiscal Years 1993 through 2002



**Chart 2.5**  
Men's Program Expenses  
Percentage Increase 1993 to 2002

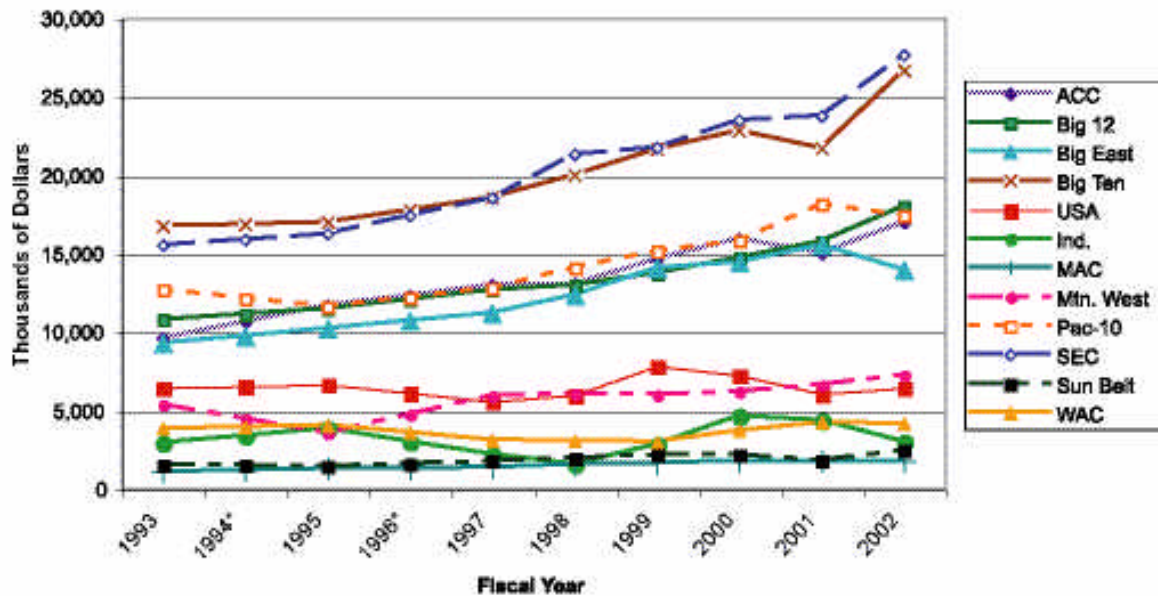


**Table 2.6**  
**Men's Program**  
**Revenues, Expenses and Net Profit**  
**Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

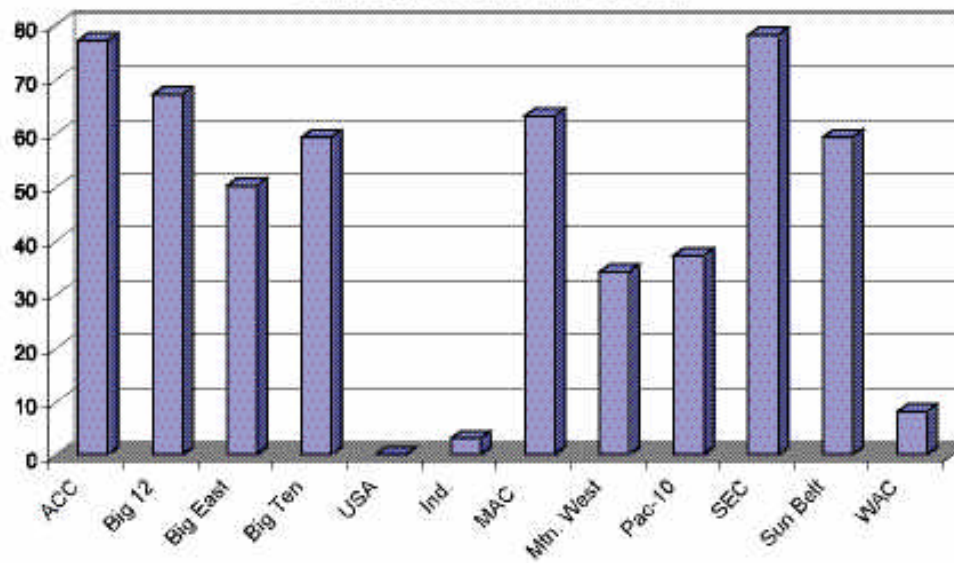
Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	17,013	15,030	15,974	14,663	13,073	13,009	11,719	9,612	77
Total Expenses	11,652	10,636	9,727	10,336	9,895	8,968	7,551	7,845	49
Net Profit	5,361	4,394	6,247	4,326	3,178	4,041	4,168	1,767	203
<b>Big 12</b>									
Total Revenue	18,045	15,798	14,773	13,775	13,006	12,703	11,497	10,827	67
Total Expenses	10,799	10,002	9,319	10,803	9,664	8,506	8,565	8,104	33
Net Profit	7,246	5,796	5,454	2,972	3,341	4,197	2,932	2,723	166
<b>Big East</b>									
Total Revenue	13,985	15,564	14,477	14,084	12,373	11,241	10,264	9,301	50
Total Expenses	12,325	12,269	12,028	9,652	9,988	8,836	9,192	8,330	48
Net Profit	1,660	3,294	2,449	4,431	2,385	2,405	1,072	971	71
<b>Big Ten</b>									
Total Revenue	26,689	21,743	22,864	21,646	20,028	18,577	17,007	16,784	59
Total Expenses	13,503	12,703	12,926	12,167	11,584	11,695	10,817	9,924	36
Net Profit	13,185	9,040	9,939	9,478	8,444	6,882	6,190	6,860	92
<b>C-USA</b>									
Total Revenue	6,441	6,053	7,252	7,844	6,003	5,586	6,679	6,447	(0)
Total Expenses	6,992	6,839	7,078	6,521	6,557	5,791	6,014	5,589	25
Net Profit	(551)	(786)	175	1,323	(555)	(204)	665	858	(164)
<b>Independent</b>									
Total Revenue	3,050	4,384	4,675	2,858	1,616	2,220	3,861	2,966	3
Total Expenses	3,963	4,911	4,181	3,045	1,594	2,963	3,979	3,701	7
Net Profit	(913)	(527)	494	(187)	22	(743)	(118)	(735)	(24)
<b>MAC</b>									
Total Revenue	1,828	1,768	1,813	1,687	1,605	1,404	1,319	1,122	63
Total Expenses	4,182	3,821	3,755	3,589	3,546	3,416	3,017	3,163	32
Net Profit	(2,354)	(2,053)	(1,941)	(1,901)	(1,941)	(2,012)	(1,698)	(2,041)	(15)
<b>Mountain West</b>									
Total Revenue	7,274	6,671	6,239	6,043	6,113	5,976	3,605	5,417	34
Total Expenses	7,033	6,448	6,087	5,108	4,913	5,540	4,842	5,087	38
Net Profit	242	223	152	935	1,201	437	(1,237)	330	(27)
<b>Pac-10</b>									
Total Revenue	17,440	18,170	15,823	15,173	14,111	12,823	11,651	12,718	37
Total Expenses	12,916	13,037	12,377	11,095	10,895	9,698	7,870	8,382	54
Net Profit	4,524	5,133	3,446	4,078	3,216	3,126	3,781	4,336	4
<b>SEC</b>									
Total Revenue	27,675	23,782	23,500	21,764	21,334	18,565	16,286	15,551	78
Total Expenses	13,630	13,125	12,129	11,544	12,811	10,688	8,561	8,327	64
Net Profit	14,045	10,657	11,371	10,220	8,523	7,877	7,724	7,224	94
<b>Sun Belt</b>									
Total Revenue	2,476	1,847	2,185	2,194	1,994	1,823	1,473	1,562	59
Total Expenses	3,668	3,286	2,999	3,003	2,760	2,975	3,065	3,211	14
Net Profit	(1,192)	(1,439)	(815)	(809)	(766)	(1,151)	(1,592)	(1,649)	28
<b>WAC</b>									
Total Revenue	4,182	4,245	3,731	3,035	3,105	3,149	4,076	3,867	8
Total Expenses	5,291	5,058	4,898	4,675	4,687	3,812	4,421	4,636	14
Net Profit	(1,109)	(814)	(1,167)	(1,640)	(1,582)	(663)	(345)	(769)	44
<b>Total Division</b>									
Total Revenue	13,357	12,100	11,670	11,705	10,216	10,440	9,290	9,400	42
Total Expenses	9,365	8,894	8,426	8,237	7,962	7,470	7,015	7,000	34
Net Profit	3,992	3,206	3,244	3,468	2,255	2,970	2,275	2,500	60



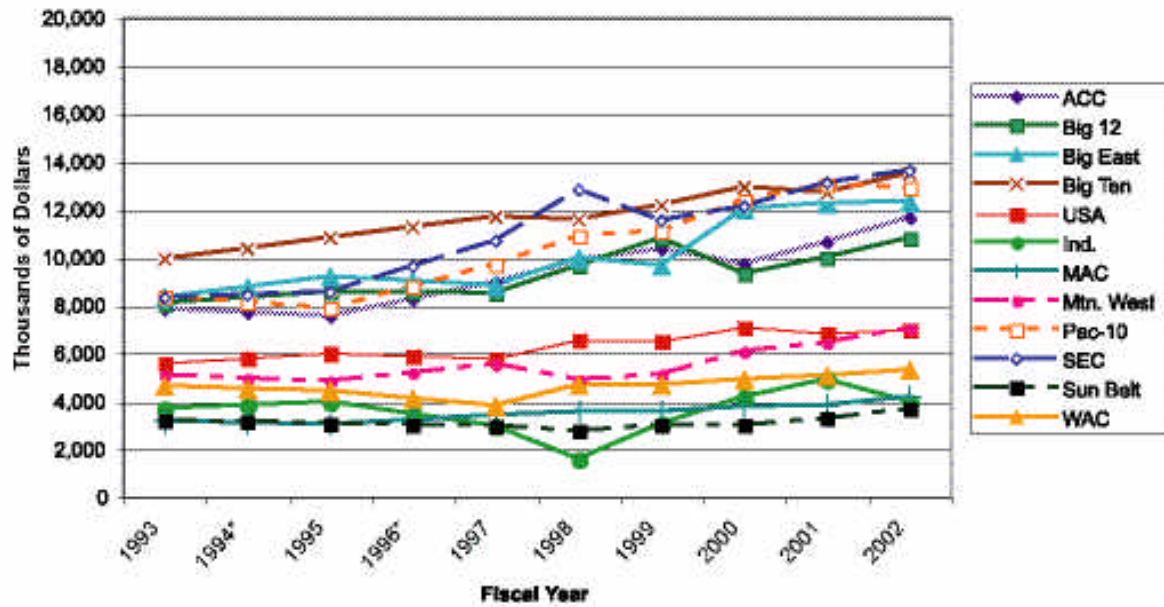
**Chart 2.7**  
**Men's Program Revenues -- Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



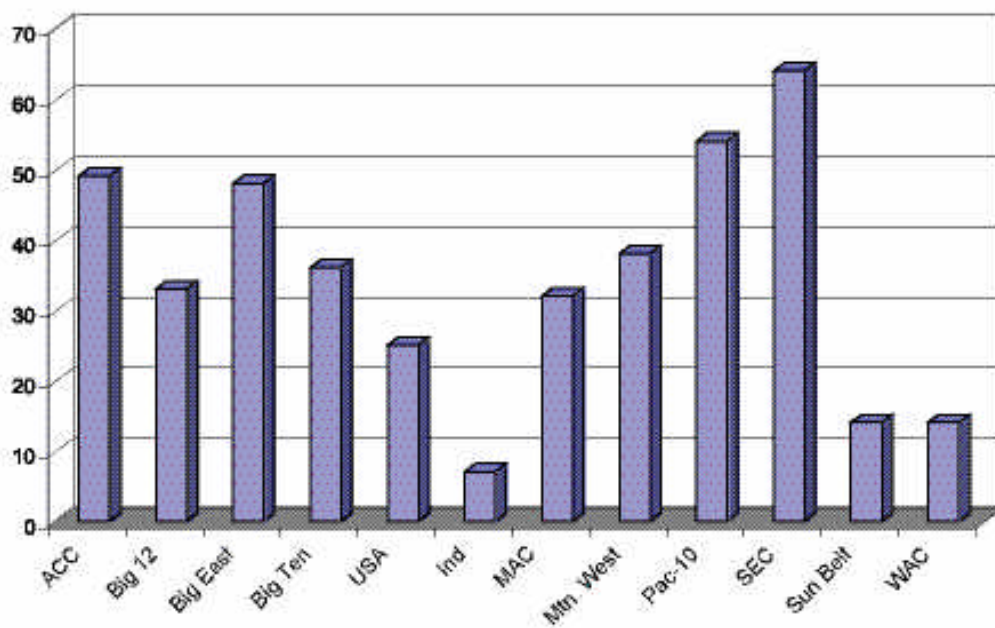
**Chart 2.8**  
**Men's Program Revenues -- Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**



**Chart 2.9**  
**Men's Program Expenses -- Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



**Chart 2.10**  
**Men's Program Expenses -- Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**



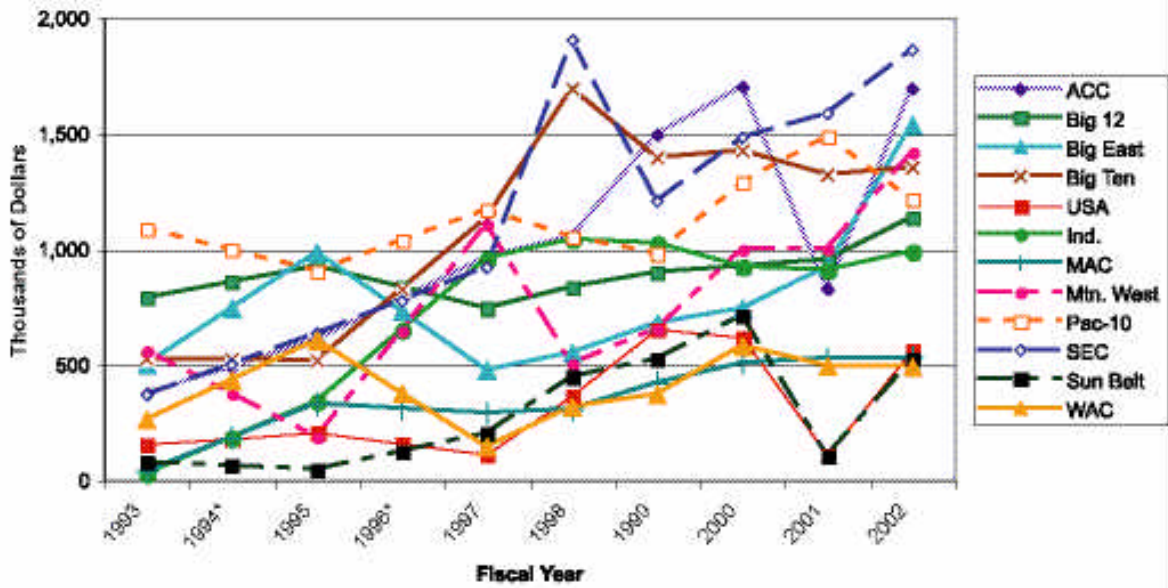


# **WOMEN'S PROGRAM**

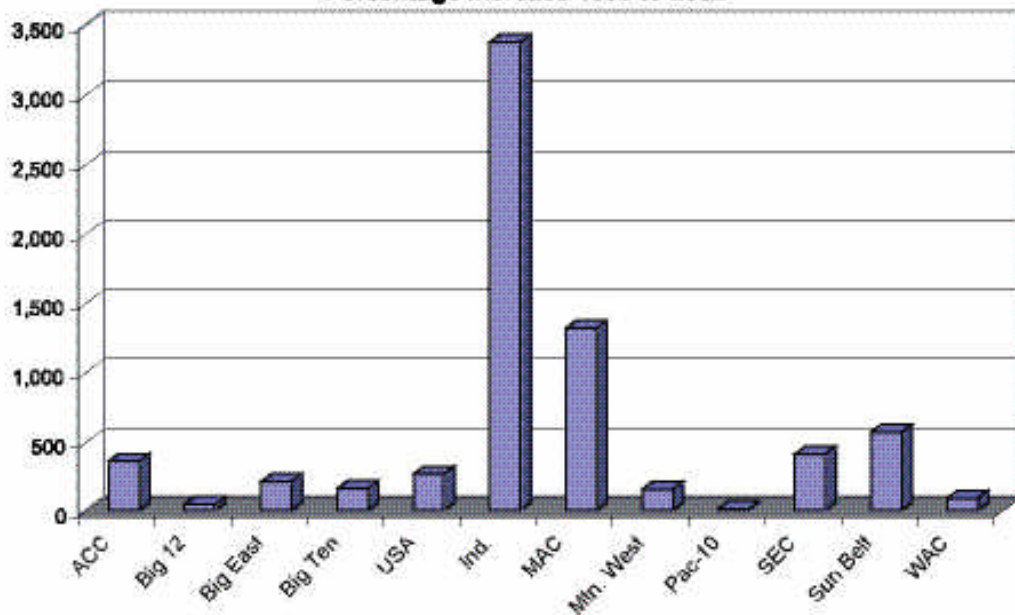
**Table 3.1**  
**Women's Program**  
**Revenues, Expenses and Net Profit**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	1,696	830	1,703	1,497	1,058	965	609	374	353
Total Expenses	6,225	5,345	4,786	4,817	4,347	3,696	2,543	2,105	196
Net Profit	(4,529)	(4,516)	(3,083)	(3,320)	(3,289)	(2,731)	(1,934)	(1,731)	(162)
<b>Big 12</b>									
Total Revenue	1,138	956	926	900	837	745	927	789	44
Total Expenses	5,770	5,272	4,796	4,784	4,224	3,551	2,690	1,886	206
Net Profit	(4,631)	(4,316)	(3,870)	(3,884)	(3,387)	(2,806)	(1,763)	(1,096)	(322)
<b>Big East</b>									
Total Revenue	1,540	923	743	680	552	476	987	501	207
Total Expenses	6,067	5,506	5,056	3,960	3,894	3,327	2,874	1,768	243
Net Profit	(4,527)	(4,583)	(4,313)	(3,280)	(3,342)	(2,850)	(1,887)	(1,267)	(257)
<b>Big Ten</b>									
Total Revenue	1,354	1,322	1,426	1,395	1,694	1,136	520	527	157
Total Expenses	7,382	6,922	6,652	5,902	5,102	4,492	3,824	2,588	185
Net Profit	(6,028)	(5,600)	(5,226)	(4,507)	(3,408)	(3,356)	(3,304)	(2,061)	(192)
<b>C-USA</b>									
Total Revenue	564	108	619	653	368	111	205	156	261
Total Expenses	3,166	2,950	2,716	2,370	1,995	1,804	1,286	1,007	214
Net Profit	(2,602)	(2,842)	(2,097)	(1,717)	(1,627)	(1,694)	(1,081)	(851)	(206)
<b>Independent</b>									
Total Revenue	990	910	923	1,025	1,042	960	342	29	3,374
Total Expenses	1,872	1,863	1,762	1,588	893	1,433	804	703	166
Net Profit	(882)	(952)	(839)	(563)	150	(473)	(463)	(674)	(31)
<b>MAC</b>									
Total Revenue	531	528	508	422	308	291	332	38	1,313
Total Expenses	3,057	2,657	2,402	2,156	1,960	1,767	1,278	1,164	163
Net Profit	(2,526)	(2,128)	(1,894)	(1,734)	(1,651)	(1,476)	(947)	(1,127)	(124)
<b>Mountain West</b>									
Total Revenue	1,420	1,002	1,000	656	504	1,108	187	561	153
Total Expenses	3,773	3,508	3,185	2,640	2,244	2,491	1,641	1,332	183
Net Profit	(2,353)	(2,506)	(2,185)	(1,984)	(1,740)	(1,384)	(1,454)	(771)	(205)
<b>Pac-10</b>									
Total Revenue	1,214	1,489	1,288	982	1,052	1,170	906	1,089	12
Total Expenses	6,836	6,577	5,947	535	4,716	4,668	2,823	2,616	161
Net Profit	(5,622)	(5,088)	(4,659)	(4,365)	(3,665)	(3,498)	(1,916)	(1,528)	(268)
<b>SEC</b>									
Total Revenue	1,863	1,587	1,484	1,208	1,905	922	634	370	403
Total Expenses	7,238	6,512	6,253	5,511	5,741	4,292	2,640	2,173	233
Net Profit	(5,376)	(4,925)	(4,769)	(4,303)	(3,836)	(3,370)	(2,006)	(1,802)	(198)
<b>Sun Belt</b>									
Total Revenue	523	107	714	525	447	204	47	79	562
Total Expenses	2,056	1,742	1,482	1,292	1,089	1,108	983	879	134
Net Profit	(1,533)	(1,635)	(767)	(767)	(642)	(904)	(936)	(800)	(92)
<b>WAC</b>									
Total Revenue	492	496	582	371	317	145	607	262	88
Total Expenses	3,539	3,307	2,967	2,784	2,489	1,919	1,626	1,359	160
Net Profit	(3,048)	(2,811)	(2,385)	(2,413)	(2,172)	(1,774)	(1,019)	(1,097)	(178)
<b>Total Division</b>									
Total Revenue	1,128	1,400	990	872	829	900	600	500	126
Total Expenses	5,062	4,600	4,199	3,900	3,475	3,100	2,300	1,800	181
Net Profit	(3,934)	(3,200)	(3,209)	(3,028)	(2,646)	(2,300)	(1,700)	(1,300)	(203)

**Chart 3.2**  
**Women's Program Revenues**  
**Fiscal Years 1993 through 2002**

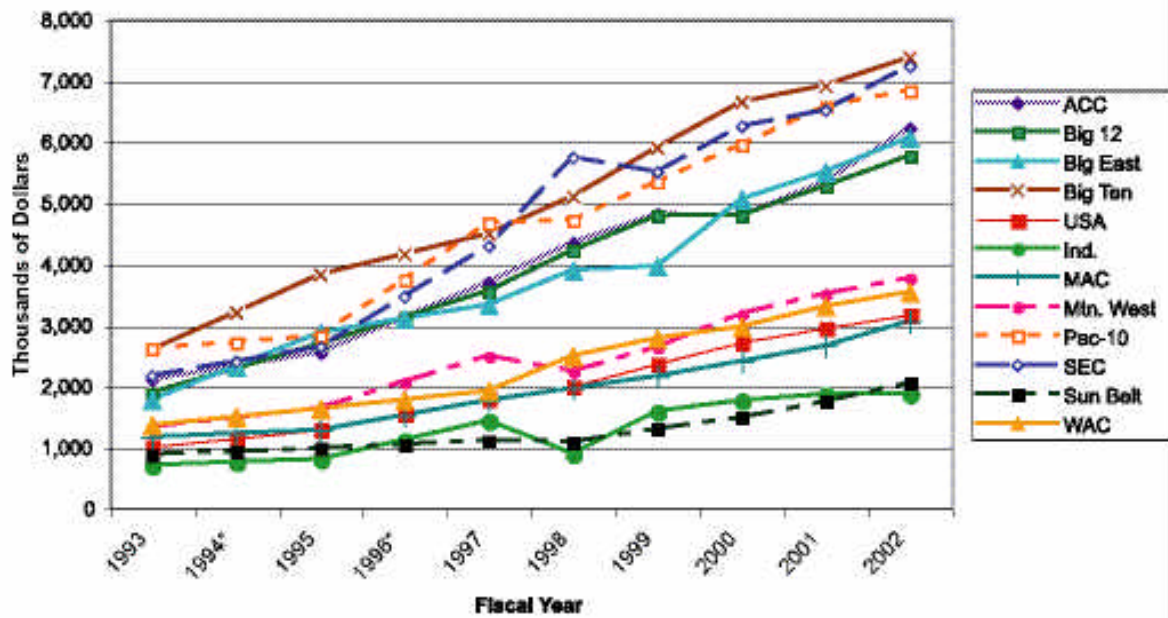


**Chart 3.3**  
**Women's Program Revenues**  
**Percentage Increase 1993 to 2002**

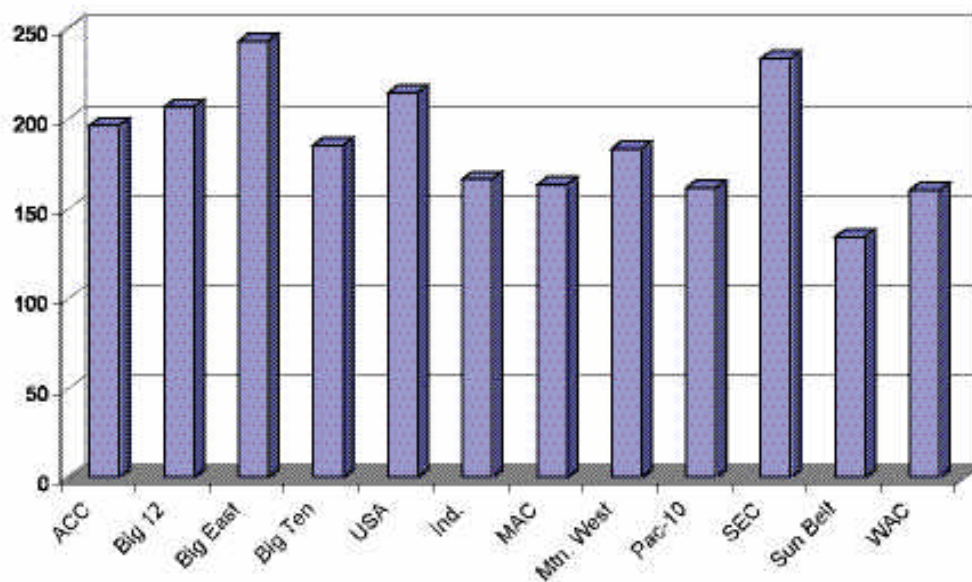




**Chart 3.4**  
**Women's Program Expenses**  
**Fiscal Years 1993 through 2002**



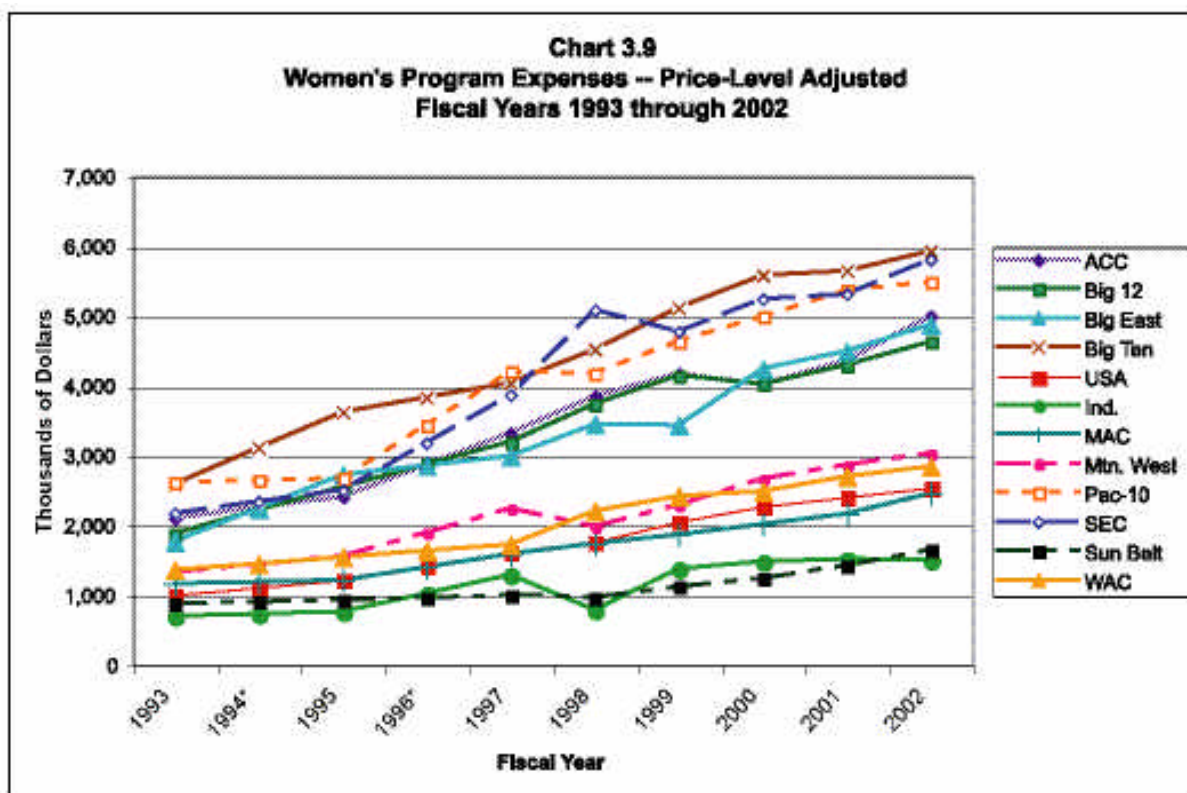
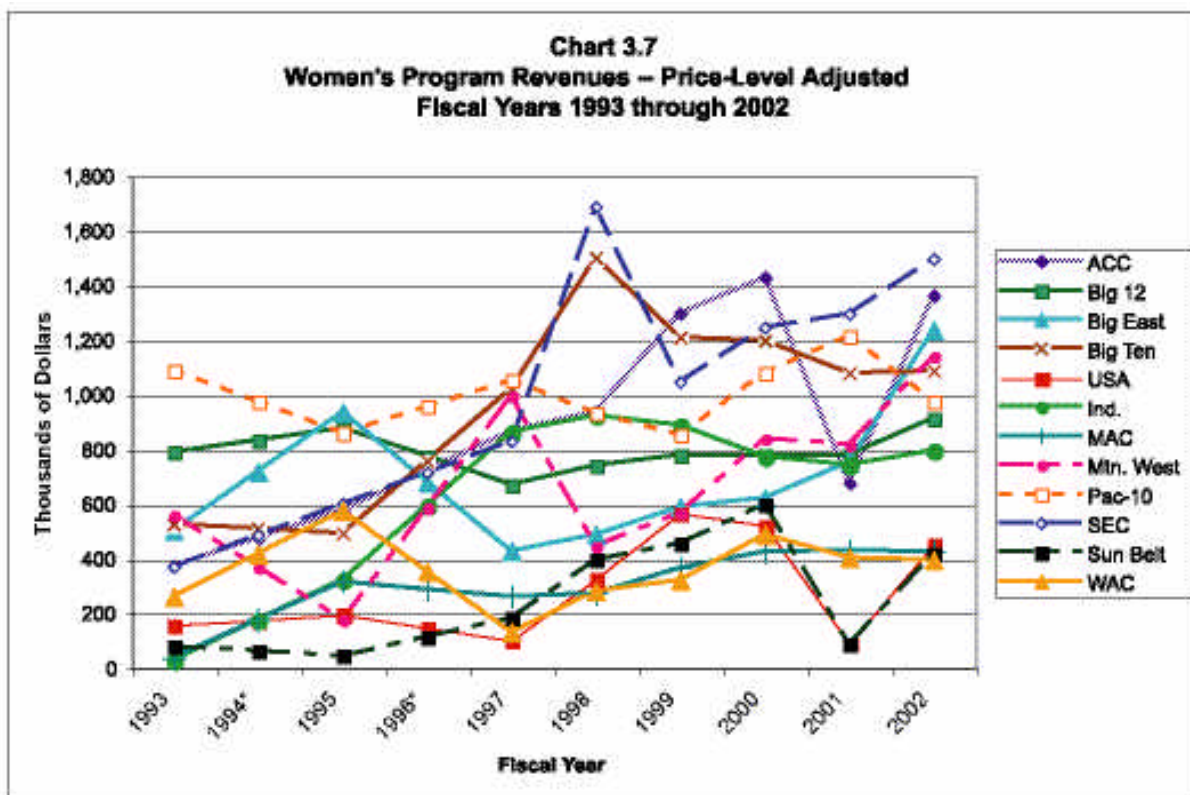
**Chart 3.5**  
**Women's Program Expenses**  
**Percentage Increase 1993 to 2002**



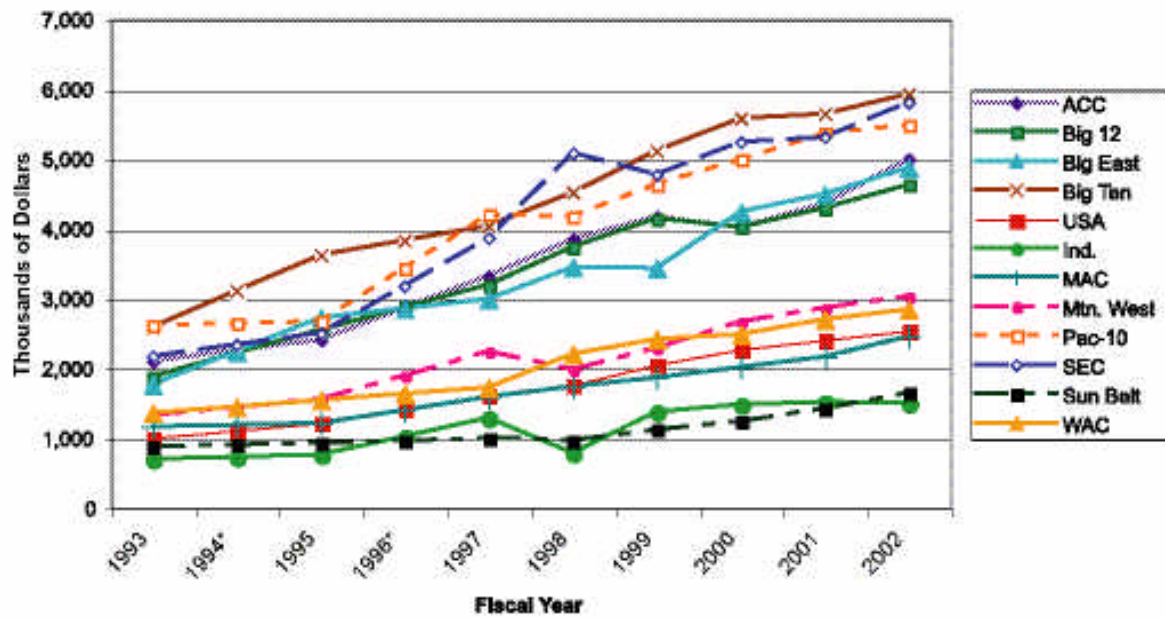
**Table 3.6**  
**Women's Program**  
**Revenues, Expenses and Net Profit**  
**Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	1,362	677	1,429	1,298	937	869	577	374	264
Total Expenses	4,999	4,362	4,015	4,176	3,851	3,326	2,410	2,105	137
Net Profit	(3,637)	(3,684)	(2,587)	(2,878)	(2,914)	(2,458)	(1,833)	(1,731)	(110)
<b>Big 12</b>									
Total Revenue	914	780	777	780	742	671	879	789	16
Total Expenses	4,633	4,302	4,024	4,148	3,742	3,196	2,550	1,886	146
Net Profit	(3,719)	(3,522)	(3,247)	(3,367)	(3,001)	(2,525)	(1,671)	(1,096)	(239)
<b>Big East</b>									
Total Revenue	1,237	753	623	590	489	428	935	501	147
Total Expenses	4,872	4,493	4,242	3,433	3,450	2,994	2,724	1,768	176
Net Profit	(3,635)	(3,740)	(3,619)	(2,844)	(2,961)	(2,566)	(1,789)	(1,267)	(187)
<b>Big Ten</b>									
Total Revenue	1,087	1,079	1,196	1,209	1,501	1,022	493	527	106
Total Expenses	5,928	5,648	5,581	5,117	4,520	4,043	3,625	2,588	129
Net Profit	(4,840)	(4,570)	(4,385)	(3,908)	(3,019)	(3,020)	(3,132)	(2,061)	(135)
<b>C-USA</b>									
Total Revenue	453	88	519	566	326	100	195	156	190
Total Expenses	2,542	2,407	2,279	2,055	1,768	1,624	1,219	1,007	152
Net Profit	(2,089)	(2,319)	(1,759)	(1,489)	(1,442)	(1,524)	(1,025)	(851)	(146)
<b>Independent</b>									
Total Revenue	795	743	774	889	923	864	324	29	2,689
Total Expenses	1,503	1,520	1,478	1,377	791	1,290	762	703	114
Net Profit	(708)	(778)	(704)	(488)	132	(426)	(438)	(674)	(5)
<b>MAC</b>									
Total Revenue	426	431	426	366	273	262	315	38	1,035
Total Expenses	2,455	2,168	2,015	1,869	1,737	1,590	1,212	1,164	111
Net Profit	(2,028)	(1,737)	(1,589)	(1,503)	(1,464)	(1,328)	(897)	(1,127)	(80)
<b>Mountain West</b>									
Total Revenue	1,140	818	839	569	447	997	177	561	103
Total Expenses	3,030	2,863	2,672	2,289	1,988	2,242	1,555	1,332	127
Net Profit	(1,889)	(2,045)	(1,833)	(1,720)	(1,542)	(1,245)	(1,378)	(771)	(145)
<b>Pac-10</b>									
Total Revenue	975	1,215	1,081	851	932	1,053	859	1,089	(10)
Total Expenses	5,489	5,367	4,990	464	4,178	4,201	2,676	2,616	110
Net Profit	(4,514)	(4,152)	(3,909)	388	(3,246)	(3,148)	(1,817)	(1,528)	(196)
<b>SEC</b>									
Total Revenue	1,496	1,295	1,245	1,047	1,688	830	601	370	304
Total Expenses	5,812	5,314	5,246	4,778	5,087	3,863	2,503	2,173	168
Net Profit	(4,316)	(4,019)	(4,001)	(3,731)	(3,399)	(3,033)	(1,902)	(1,802)	(139)
<b>Sun Belt</b>									
Total Revenue	420	87	599	455	396	184	45	79	432
Total Expenses	1,651	1,421	1,243	1,120	965	997	932	879	88
Net Profit	(1,231)	(1,334)	(644)	(665)	(569)	(814)	(887)	(800)	(54)
<b>WAC</b>									
Total Revenue	395	405	488	322	281	131	575	262	51
Total Expenses	2,842	2,699	2,489	2,414	2,205	1,727	1,542	1,359	109
Net Profit	(2,447)	(2,294)	(2,001)	(2,092)	(1,924)	(1,597)	(966)	(1,097)	(123)
<b>Total Division</b>									
Total Revenue	906	1,142	831	756	734	810	569	500	81
Total Expenses	4,065	3,754	3,523	3,381	3,079	2,790	2,180	1,800	126
Net Profit	(3,159)	(2,611)	(2,692)	(2,081)	(2,344)	(2,070)	(1,612)	(1,300)	(143)

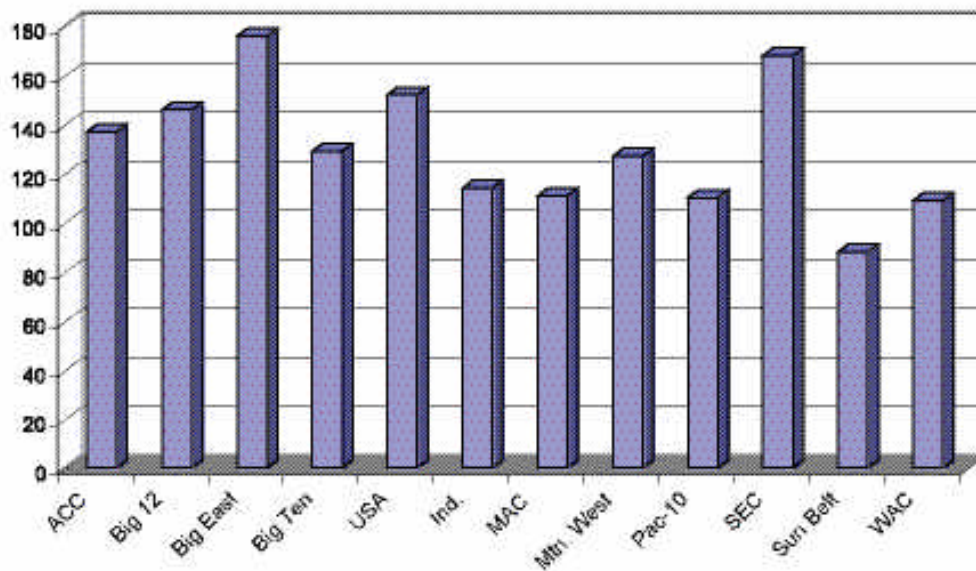




**Chart 3.9**  
**Women's Program Expenses -- Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



**Chart 3.10**  
**Women's Program Expenses -- Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**



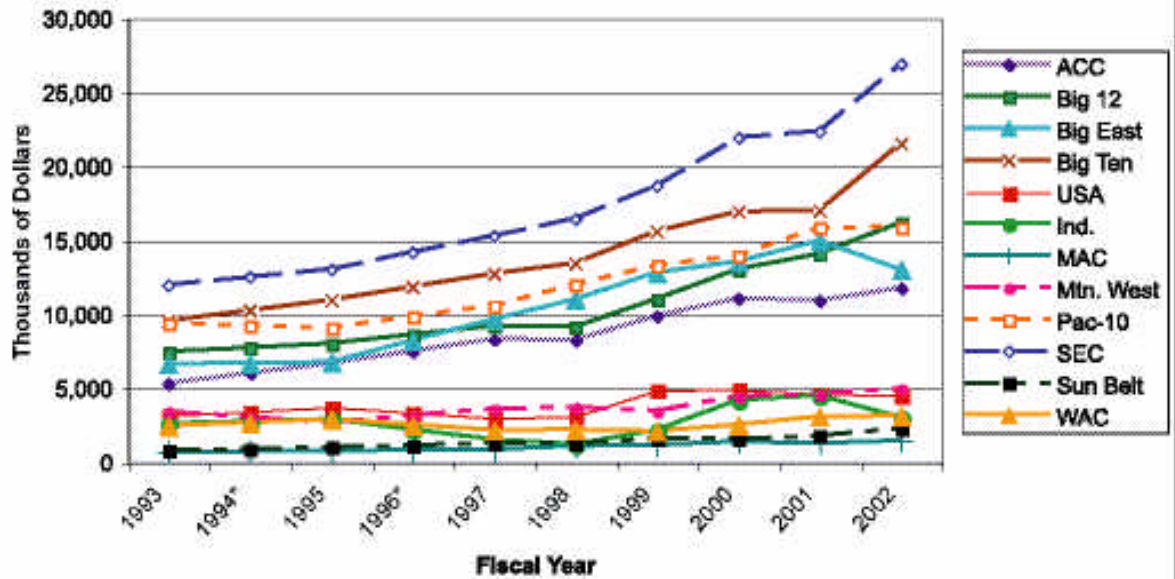


# **FOOTBALL PROGRAM**

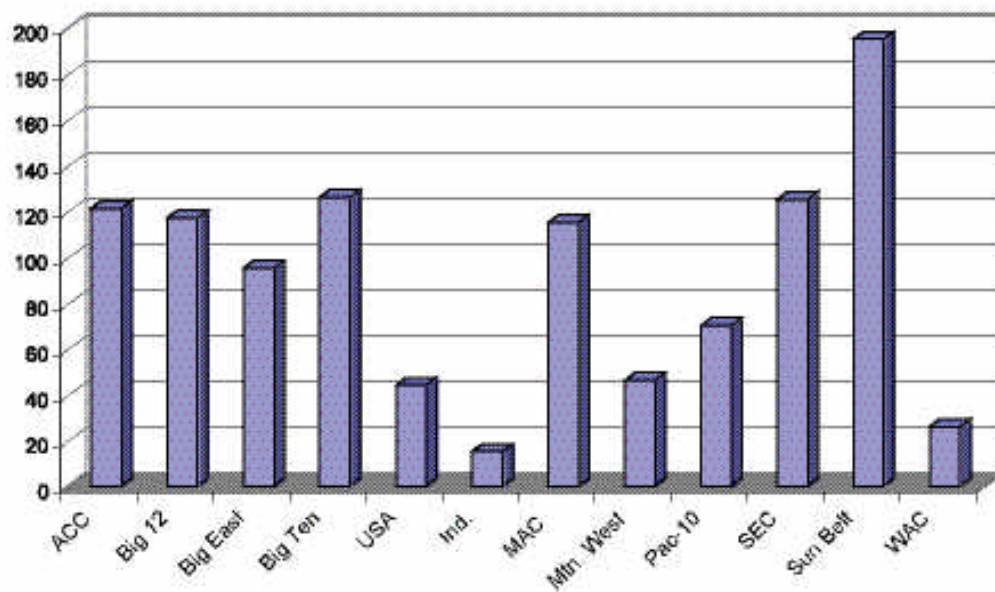
**Table 4.1**  
**Football Program**  
**Revenues, Expenses and Net Profit**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	11,755	10,911	11,055	9,866	8,234	8,333	6,692	5,324	121
Total Expenses	7,672	7,152	6,440	6,298	5,871	5,031	4,384	4,272	80
Net Profit	4,083	3,759	4,615	3,568	2,363	3,302	2,308	1,052	288
<b>Big 12</b>									
Total Revenue	16,187	14,083	13,023	11,043	9,142	9,219	8,026	7,449	117
Total Expenses	7,938	6,970	6,413	6,166	5,158	4,759	4,784	4,403	80
Net Profit	8,249	7,113	6,610	4,877	3,984	4,460	3,242	3,046	171
<b>Big East</b>									
Total Revenue	12,992	14,958	13,534	12,804	10,982	9,641	6,740	6,661	95
Total Expenses	9,257	9,239	8,699	6,781	6,916	5,832	5,727	5,265	76
Net Profit	3,735	5,719	4,835	6,023	4,066	3,809	1,013	1,396	168
<b>Big Ten</b>									
Total Revenue	21,533	16,999	16,932	15,588	13,434	12,746	10,960	9,527	126
Total Expenses	8,803	7,800	7,629	7,013	6,525	5,526	5,891	5,248	68
Net Profit	12,730	9,199	9,303	8,575	6,909	7,220	5,069	4,279	197
<b>C-USA</b>									
Total Revenue	4,529	4,603	4,887	4,876	3,094	2,952	3,700	3,150	44
Total Expenses	4,981	4,813	5,029	4,553	4,611	3,844	3,877	3,467	44
Net Profit	(452)	(210)	(142)	323	(1,517)	(892)	(177)	(317)	(43)
<b>Independent</b>									
Total Revenue	3,017	4,508	4,178	2,156	1,176	1,510	2,899	2,614	15
Total Expenses	2,869	3,766	2,832	2,269	1,136	2,069	2,607	2,274	26
Net Profit	148	742	1,346	(113)	40	(559)	292	341	(57)
<b>MAC</b>									
Total Revenue	1,440	1,274	1,360	1,169	1,091	862	735	670	115
Total Expenses	2,909	2,619	2,484	2,283	2,203	2,070	1,781	1,780	63
Net Profit	(1,469)	(1,345)	(1,124)	(1,114)	(1,112)	(1,208)	(1,047)	(1,110)	(32)
<b>Mountain West</b>									
Total Revenue	4,991	4,591	4,462	3,457	3,720	3,619	2,660	3,423	46
Total Expenses	5,050	4,420	4,114	3,416	3,174	3,377	2,867	2,908	74
Net Profit	(59)	171	348	41	546	242	(207)	515	(111)
<b>Pac-10</b>									
Total Revenue	15,904	15,871	13,978	13,297	12,011	10,580	9,103	9,356	70
Total Expenses	9,694	9,815	9,073	7,798	7,418	6,176	5,153	5,227	85
Net Profit	6,210	6,056	4,905	5,499	4,593	4,404	3,950	4,130	50
<b>SEC</b>									
Total Revenue	26,901	22,360	21,935	18,663	16,432	15,306	13,046	11,974	125
Total Expenses	8,767	8,594	7,492	7,017	7,715	5,994	4,897	4,983	76
Net Profit	18,134	13,766	14,443	11,646	8,717	9,312	8,149	6,991	159
<b>Sun Belt</b>									
Total Revenue	2,258	1,767	1,546	1,601	1,262	1,263	990	766	195
Total Expenses	3,049	2,635	2,278	2,162	2,004	2,096	1,933	1,988	53
Net Profit	(791)	(868)	(732)	(561)	(742)	(833)	(943)	(1,222)	35
<b>WAC</b>									
Total Revenue	3,112	3,097	2,521	2,064	2,195	2,149	2,880	2,468	26
Total Expenses	3,937	3,597	3,426	3,155	3,068	2,484	2,766	2,501	57
Net Profit	(825)	(500)	(905)	(1,091)	(873)	(335)	114	(33)	(2408)
<b>Total Division</b>									
Total Revenue	11,483	10,920	9,605	9,040	7,561	7,528	6,440	6,300	82
Total Expenses	6,586	6,170	5,678	5,260	4,949	4,430	4,100	4,030	63
Net Profit	4,897	4,750	3,927	3,780	2,612	3,098	2,340	2,270	116

**Chart 4.2**  
**Football Program Revenues**  
**Fiscal Years 1993 through 2002**

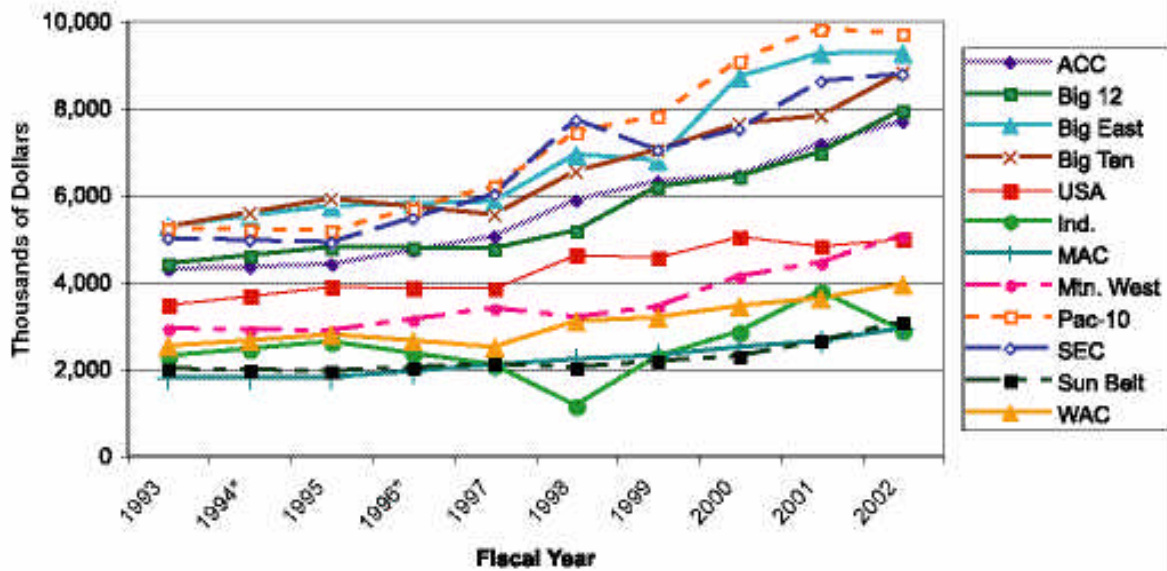


**Chart 4.3**  
**Football Program Revenues**  
**Percentage Increase 1993 to 2002**

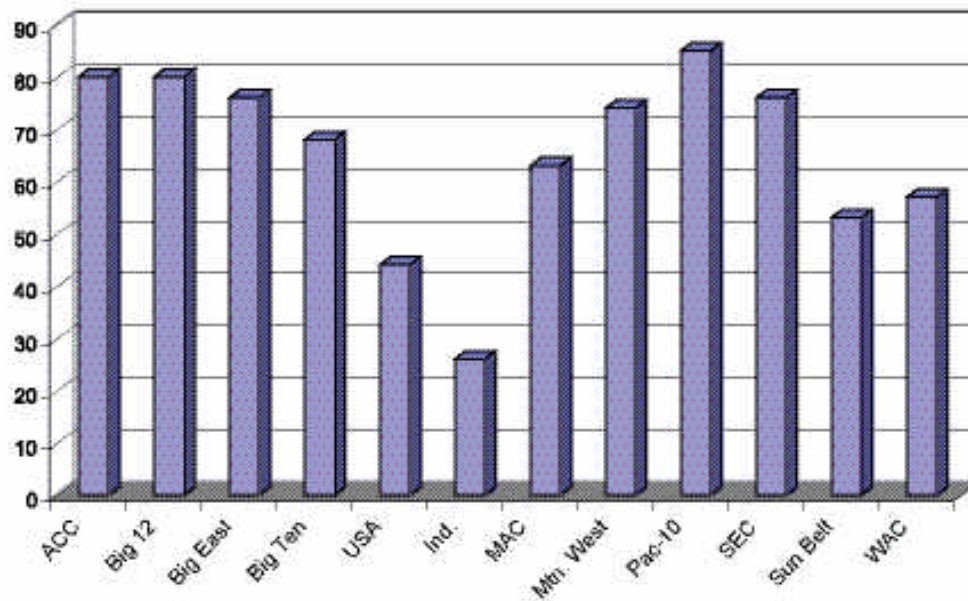




**Chart 4.4**  
**Football Program Expenses**  
**Fiscal Years 1993 through 2002**



**Chart 4.5**  
**Football Program Expenses**  
**Percentage Increase 1993 to 2002**

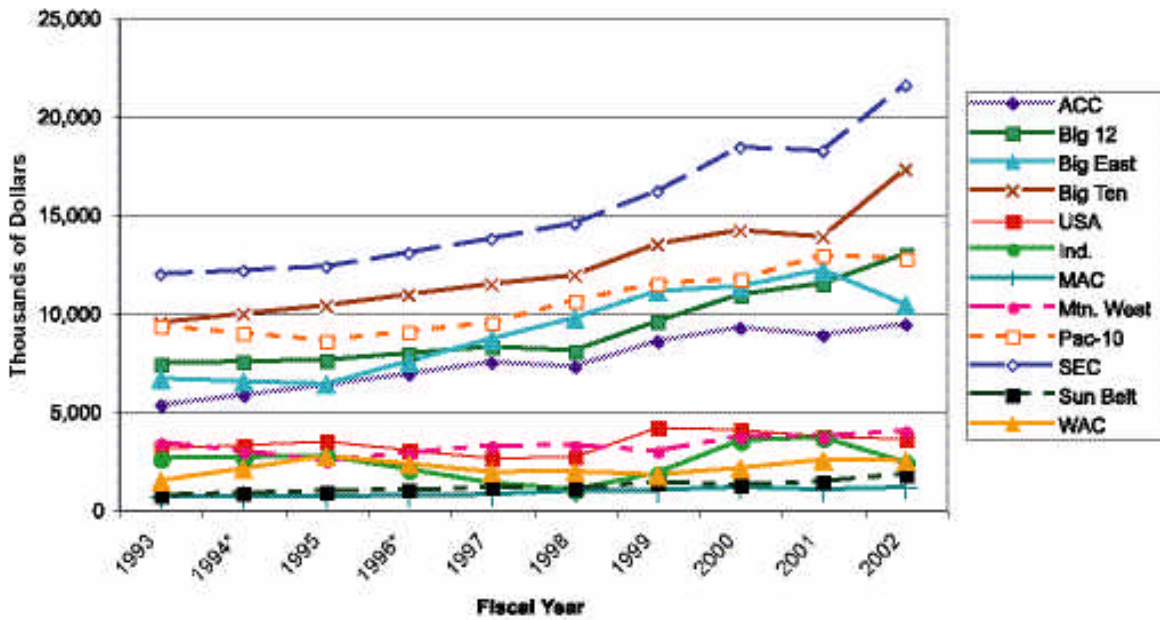


**Table 4.6**  
**Football Program**  
**Revenues, Expenses and Net Profit**  
**Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

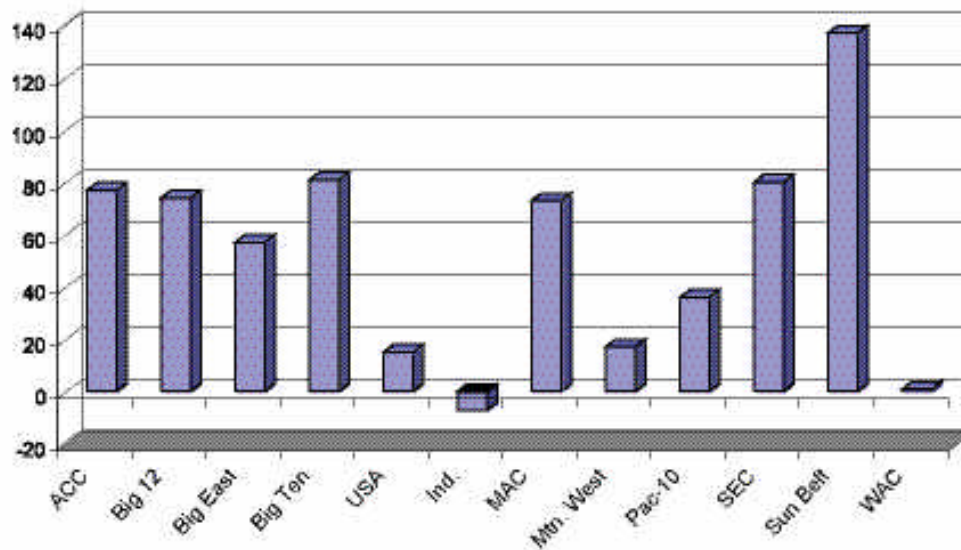
Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	9,439	8,903	9,275	8,554	7,295	7,500	6,344	5,324	77
Total Expenses	6,161	5,836	5,403	5,460	5,202	4,528	4,156	4,272	44
Net Profit	3,279	3,067	3,872	3,093	2,094	2,972	2,188	1,052	212
<b>Big 12</b>									
Total Revenue	12,998	11,492	10,926	9,574	8,100	8,297	7,609	7,449	74
Total Expenses	6,374	5,688	5,381	5,346	4,570	4,283	4,536	4,403	45
Net Profit	6,624	5,804	5,546	4,228	3,530	4,014	3,073	3,046	117
<b>Big East</b>									
Total Revenue	10,433	12,206	11,355	11,101	9,730	8,677	6,389	6,661	57
Total Expenses	7,433	7,539	7,298	5,879	6,128	5,249	5,429	5,265	41
Net Profit	2,999	4,667	4,057	5,222	3,602	3,428	960	1,396	115
<b>Big Ten</b>									
Total Revenue	17,291	13,871	14,206	13,515	11,903	11,471	10,390	9,527	81
Total Expenses	7,069	6,365	6,401	6,080	5,781	4,973	5,585	5,248	35
Net Profit	10,222	7,506	7,805	7,435	6,121	6,498	4,806	4,279	139
<b>C-USA</b>									
Total Revenue	3,637	3,756	4,100	4,227	2,741	2,657	3,507	3,150	15
Total Expenses	4,000	3,927	4,219	3,947	4,085	3,460	3,675	3,467	15
Net Profit	(363)	(171)	(119)	280	(1,344)	(803)	(168)	(317)	(14)
<b>Independent</b>									
Total Revenue	2,423	3,679	3,505	1,869	1,042	1,359	2,748	2,614	(7)
Total Expenses	2,304	3,073	2,376	1,967	1,006	1,862	2,471	2,274	1
Net Profit	119	605	1,129	(98)	35	(503)	276	341	(65)
<b>MAC</b>									
Total Revenue	1,156	1,040	1,141	1,014	967	776	696	670	73
Total Expenses	2,336	2,137	2,084	2,023	1,952	1,863	1,689	1,780	31
Net Profit	(1,180)	(1,098)	(943)	(1,009)	(985)	(1,087)	(992)	(1,110)	(6)
<b>Mountain West</b>									
Total Revenue	4,008	3,746	3,744	2,997	3,296	3,257	2,522	3,423	17
Total Expenses	4,055	3,607	3,452	2,962	2,812	3,039	2,717	2,908	39
Net Profit	(47)	140	292	36	484	218	(196)	515	(109)
<b>Pac-10</b>									
Total Revenue	12,771	12,951	11,728	11,528	10,642	9,522	8,629	9,356	36
Total Expenses	7,784	8,009	7,612	6,761	6,572	5,558	4,885	5,227	49
Net Profit	4,987	4,942	4,115	4,768	4,069	3,964	3,744	4,130	21
<b>SEC</b>									
Total Revenue	21,602	18,246	18,403	16,181	14,559	13,775	12,368	11,974	80
Total Expenses	7,040	7,013	6,286	6,084	6,835	5,395	4,643	4,983	41
Net Profit	14,562	11,233	12,118	10,097	7,723	8,381	7,726	6,991	108
<b>Sun Belt</b>									
Total Revenue	1,813	1,442	1,297	1,388	1,118	1,137	939	766	137
Total Expenses	2,448	2,150	1,911	1,874	1,776	1,886	1,832	1,988	23
Net Profit	(635)	(708)	(614)	(486)	(657)	(750)	(894)	(1,222)	48
<b>WAC</b>									
Total Revenue	2,499	2,527	2,115	1,789	1,945	1,934	2,731	2,468	1
Total Expenses	3,161	2,935	2,874	2,735	2,718	2,236	2,622	2,501	26
Net Profit	(662)	(408)	(759)	(946)	(773)	(302)	108	(33)	(1914)
<b>Total Division</b>									
Total Revenue	9,221	8,911	8,059	7,838	6,699	6,775	6,105	6,300	46
Total Expenses	5,389	5,035	4,764	4,560	4,385	3,987	3,887	4,030	34
Net Profit	3,832	3,876	3,295	3,277	2,314	2,880	2,218	2,270	69



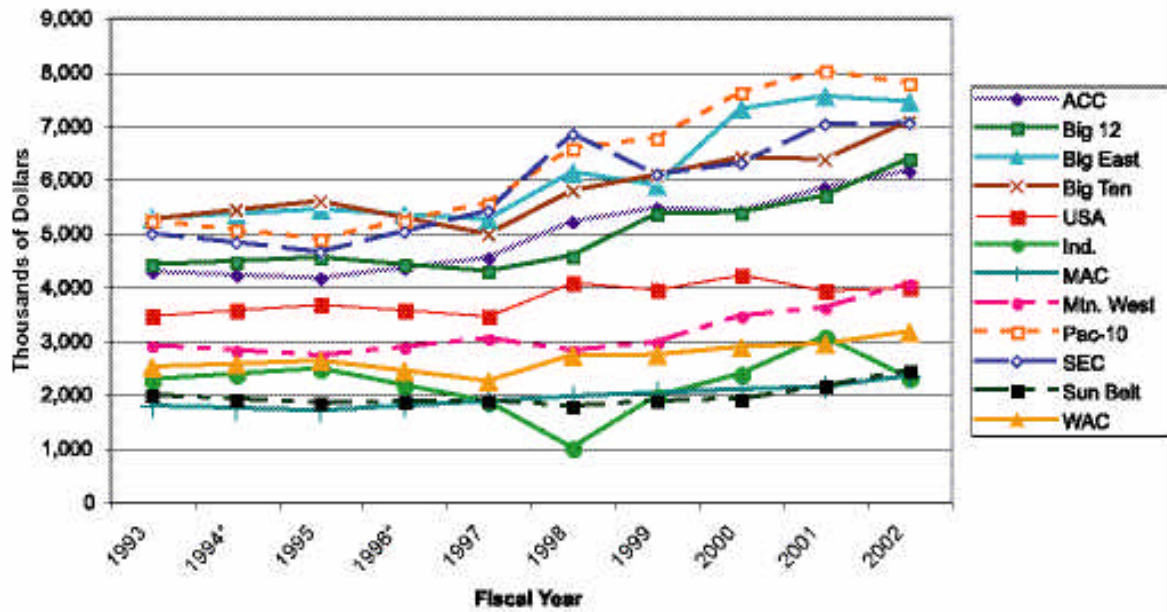
**Chart 4.7**  
**Football Program Revenues – Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



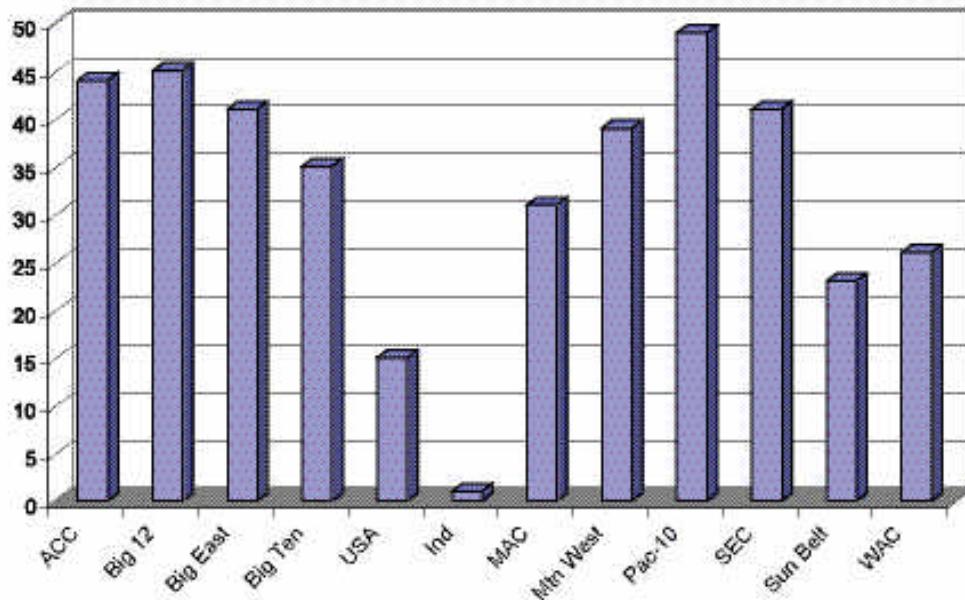
**Chart 4.8**  
**Football Program Revenues – Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**



**Chart 4.9**  
**Football Program Expenses – Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



**Chart 4.10**  
**Football Program Expenses – Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**



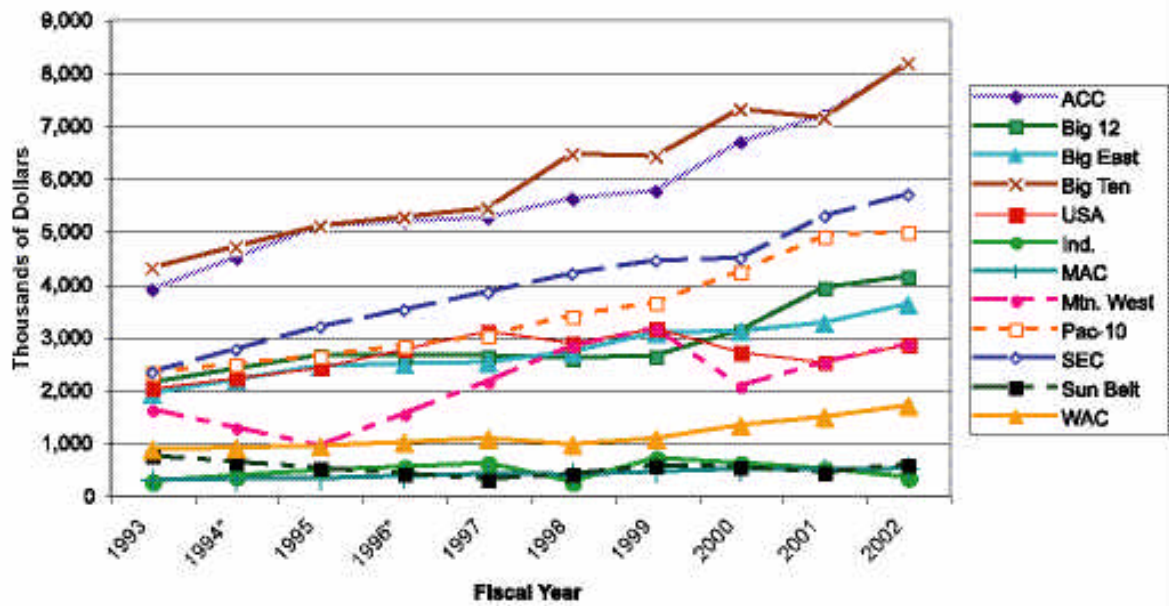


**MEN'S  
BASKETBALL  
PROGRAM**

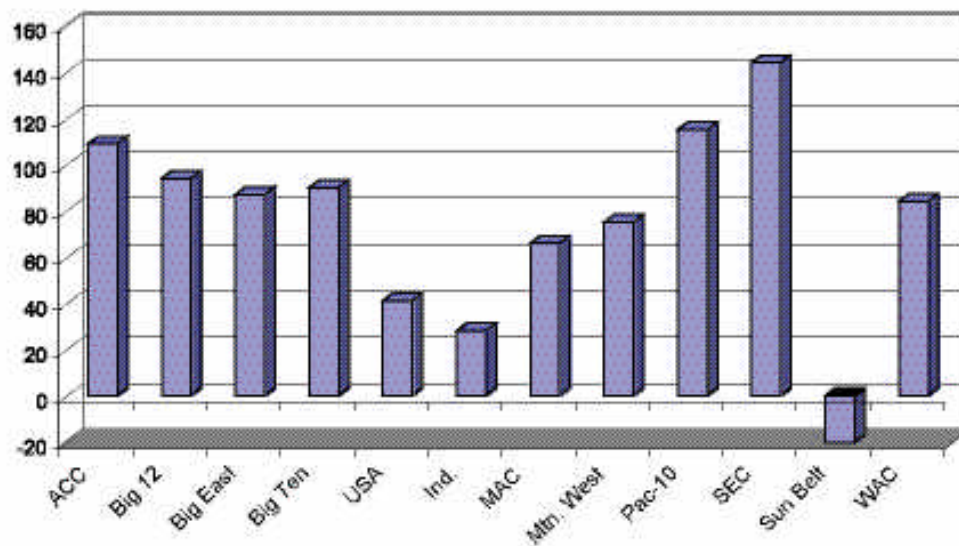
**Table 5.1**  
**Men's Basketball Program**  
**Revenues, Expenses and Net Profit**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	8,148	7,186	6,676	5,756	5,618	5,255	5,093	3,898	109
Total Expenses	3,044	2,540	2,069	1,988	1,825	1,463	1,526	1,332	129
Net Profit	5,104	4,645	4,607	3,768	3,794	3,792	3,568	2,566	99
<b>Big 12</b>									
Total Revenue	4,146	3,930	3,121	2,637	2,600	2,639	2,653	2,136	94
Total Expenses	2,536	2,480	2,041	1,952	1,720	1,405	1,378	1,170	117
Net Profit	1,610	1,450	1,080	684	880	1,234	1,275	966	67
<b>Big East</b>									
Total Revenue	3,615	3,264	3,110	3,077	2,711	2,515	2,446	1,929	87
Total Expenses	2,865	2,590	2,455	1,995	1,762	1,524	1,540	1,324	116
Net Profit	750	674	655	1,082	949	991	905	605	24
<b>Big Ten</b>									
Total Revenue	8,170	7,135	7,305	6,409	6,452	5,429	5,099	4,301	90
Total Expenses	2,962	2,822	2,477	2,187	1,910	1,626	1,652	1,243	138
Net Profit	5,208	4,313	4,828	4,222	4,541	3,803	3,448	3,058	70
<b>C-USA</b>									
Total Revenue	2,865	2,530	2,717	3,170	2,885	3,115	2,427	2,030	41
Total Expenses	1,805	1,761	1,530	1,461	1,513	1,463	1,435	1,218	48
Net Profit	1,060	769	1,187	1,709	1,373	1,652	992	812	31
<b>Independent</b>									
Total Revenue	344	504	615	701	260	613	472	270	28
Total Expenses	726	783	774	646	239	556	537	436	67
Net Profit	(382)	(278)	(159)	55	21	57	(65)	(166)	(130)
<b>MAC</b>									
Total Revenue	504	485	495	445	395	401	316	304	66
Total Expenses	859	791	760	684	632	598	515	512	68
Net Profit	(355)	(306)	(265)	(239)	(238)	(197)	(200)	(208)	(71)
<b>Mountain West</b>									
Total Revenue	2,857	2,516	2,073	3,161	2,829	2,152	940	1,631	75
Total Expenses	1,763	1,634	1,360	1,336	1,138	1,214	823	1,009	75
Net Profit	1,095	881	714	1,824	1,691	938	116	622	76
<b>Pac-10</b>									
Total Revenue	4,986	4,896	4,236	3,658	3,399	3,019	2,643	2,318	115
Total Expenses	2,672	2,496	2,352	2,031	1,853	1,702	1,562	1,283	108
Net Profit	2,314	2,400	1,885	1,627	1,546	1,317	1,081	1,035	124
<b>SEC</b>									
Total Revenue	5,687	5,277	4,481	4,446	4,193	3,840	3,190	2,332	144
Total Expenses	2,764	2,540	2,195	2,021	2,145	1,626	1,145	1,250	121
Net Profit	2,923	2,737	2,286	2,426	2,048	2,214	2,046	1,081	170
<b>Sun Belt</b>									
Total Revenue	594	430	539	568	409	314	520	745	(20)
Total Expenses	873	690	674	684	613	552	636	838	4
Net Profit	(279)	(260)	(135)	(116)	(203)	(239)	(116)	(93)	(200)
<b>WAC</b>									
Total Revenue	1,701	1,476	1,326	1,081	964	1,075	930	875	94
Total Expenses	1,201	1,252	1,098	987	1,019	780	843	700	72
Net Profit	500	224	227	94	(54)	295	88	175	186
<b>Total Division</b>									
Total Revenue	3,900	3,640	3,206	3,160	2,907	2,850	2,500	2,120	84
Total Expenses	2,119	1,970	1,708	1,580	1,461	1,298	1,219	1,091	94
Net Profit	1,781	1,670	1,498	1,580	1,446	1,552	1,281	1,029	73

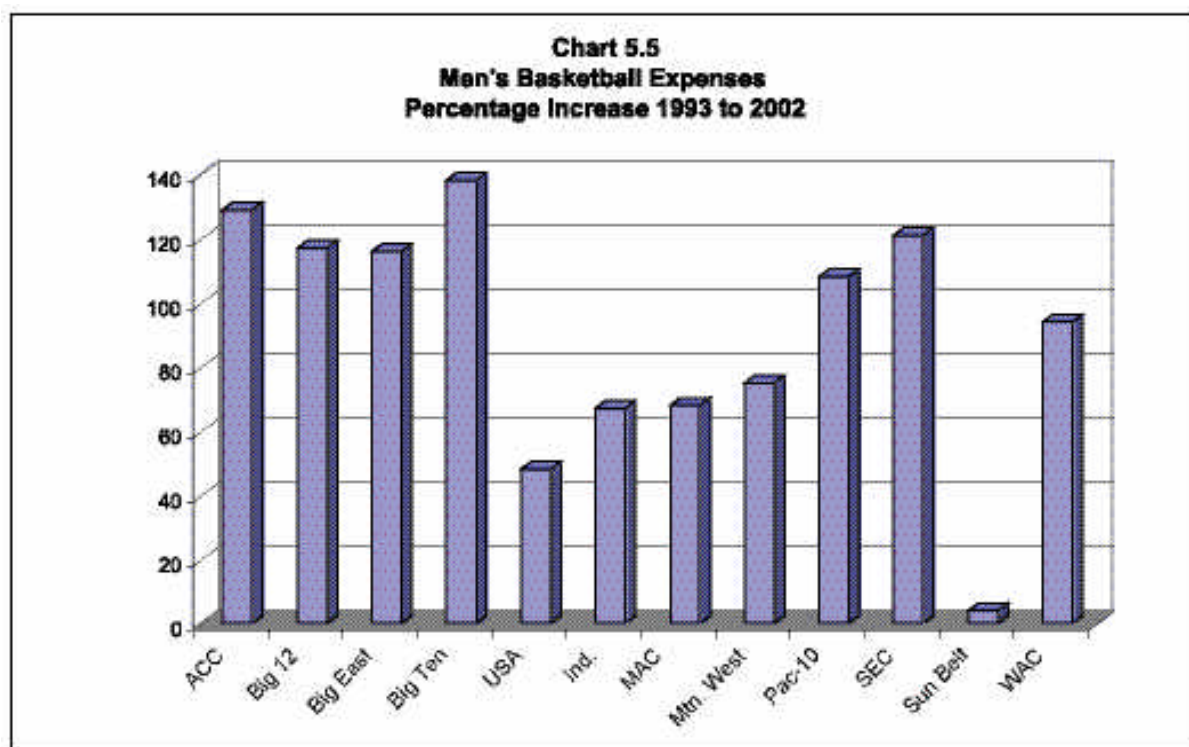
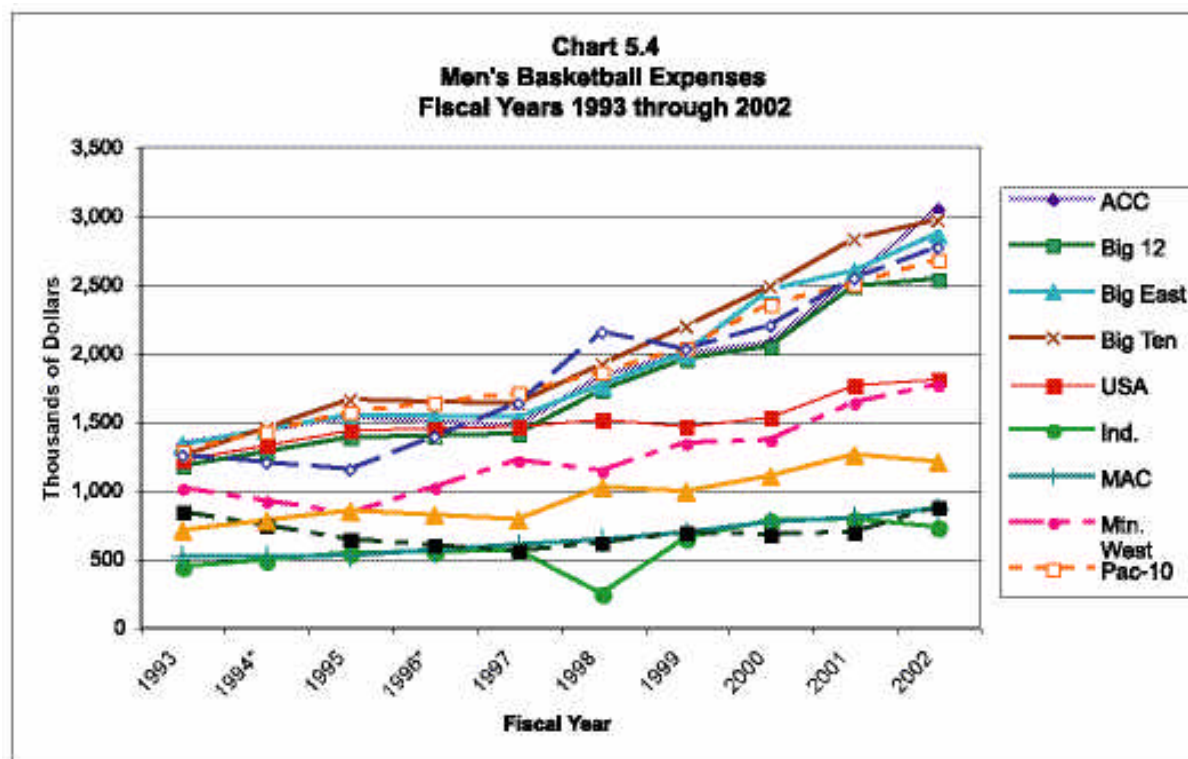
**Chart 5.2**  
**Men's Basketball Revenues**  
**Fiscal Years 1993 through 2002**



**Chart 5.3**  
**Men's Basketball Revenues**  
**Percentage Increase**  
**1993 to 2002**





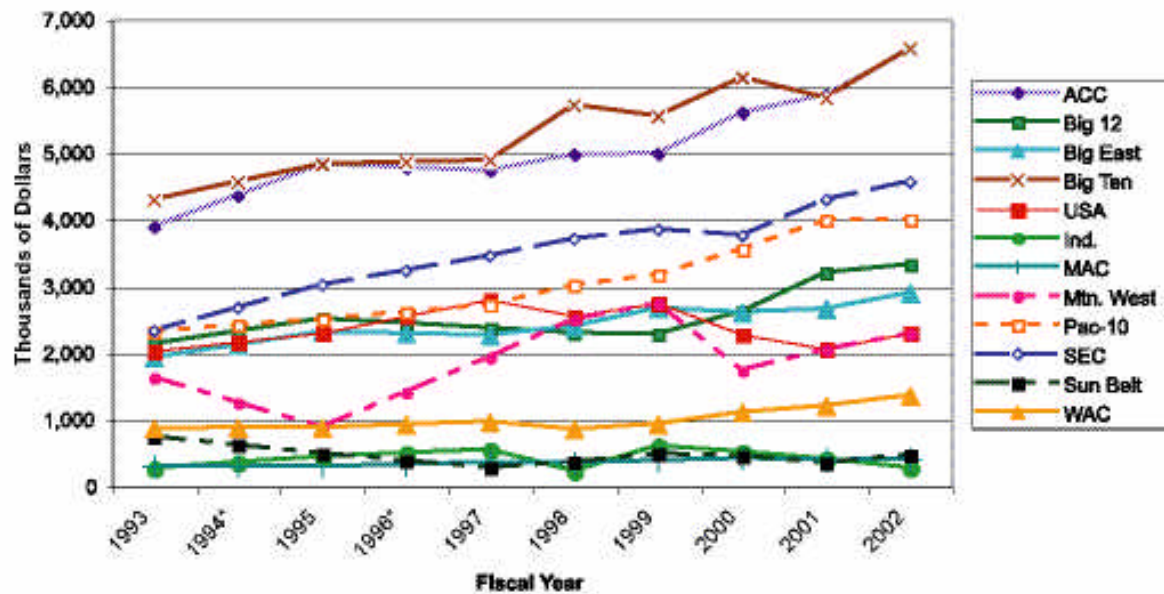


**Table 5.6**  
**Men's Basketball Program**  
**Revenues, Expenses and Net Profit**  
**Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

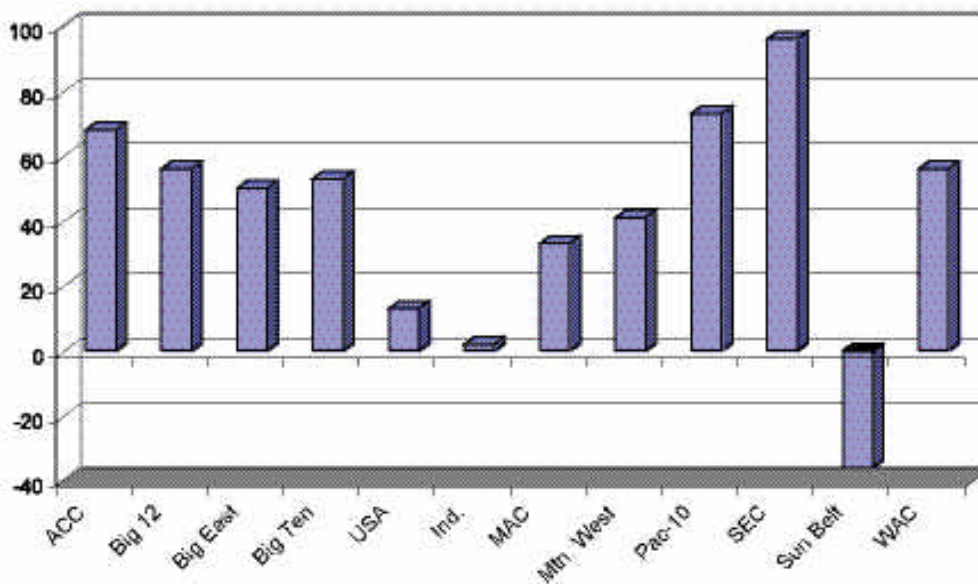
Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	6,543	5,864	5,601	4,990	4,978	4,730	4,829	3,898	68
Total Expenses	2,444	2,073	1,736	1,724	1,617	1,317	1,447	1,332	84
Net Profit	4,099	3,791	3,865	3,267	3,361	3,413	3,382	2,566	60
<b>Big 12</b>									
Total Revenue	3,329	3,207	2,619	2,286	2,304	2,375	2,515	2,136	56
Total Expenses	2,036	2,024	1,712	1,692	1,524	1,265	1,306	1,170	74
Net Profit	1,293	1,183	906	594	780	1,111	1,209	966	34
<b>Big East</b>									
Total Revenue	2,903	2,663	2,609	2,668	2,402	2,264	2,318	1,929	50
Total Expenses	2,301	2,113	2,060	1,730	1,561	1,372	1,460	1,324	74
Net Profit	602	550	550	938	841	892	858	605	(1)
<b>Big Ten</b>									
Total Revenue	6,561	5,822	6,129	5,557	5,716	4,886	4,834	4,301	53
Total Expenses	2,378	2,303	2,078	1,896	1,692	1,463	1,566	1,243	91
Net Profit	4,182	3,519	4,051	3,660	4,024	3,423	3,268	3,058	37
<b>C-USA</b>									
Total Revenue	2,301	2,064	2,280	2,748	2,556	2,804	2,301	2,030	13
Total Expenses	1,449	1,437	1,284	1,267	1,341	1,317	1,361	1,218	19
Net Profit	851	628	996	1,482	1,216	1,487	940	812	5
<b>Independent</b>									
Total Revenue	276	411	516	608	230	552	447	270	2
Total Expenses	583	639	649	560	212	500	509	436	34
Net Profit	(307)	(228)	(133)	48	19	51	(62)	(166)	(85)
<b>MAC</b>									
Total Revenue	405	396	415	386	350	361	299	304	33
Total Expenses	690	645	638	593	560	538	489	512	35
Net Profit	(285)	(250)	(222)	(207)	(210)	(177)	(189)	(208)	(37)
<b>Mountain West</b>									
Total Revenue	2,294	2,053	1,739	2,741	2,506	1,937	891	1,631	41
Total Expenses	1,416	1,333	1,141	1,158	1,008	1,093	781	1,009	40
Net Profit	878	720	598	1,582	1,498	844	110	622	41
<b>Pac-10</b>									
Total Revenue	4,004	3,995	3,554	3,171	3,012	2,717	2,505	2,318	73
Total Expenses	2,146	2,037	1,973	1,761	1,642	1,532	1,481	1,283	67
Net Profit	1,858	4,406	1,581	1,411	1,370	1,185	1,024	1,035	80
<b>SEC</b>									
Total Revenue	4,567	4,306	3,760	3,855	3,715	3,456	3,025	2,332	96
Total Expenses	2,219	2,073	1,842	1,752	1,900	1,463	1,085	1,250	77
Net Profit	2,347	2,233	1,918	2,102	1,815	1,993	1,940	1,081	117
<b>Sun Belt</b>									
Total Revenue	477	351	452	492	362	283	493	745	(36)
Total Expenses	701	563	565	593	543	497	603	838	(16)
Net Profit	(224)	(212)	(113)	(101)	(181)	(214)	(110)	(93)	(141)
<b>WAC</b>									
Total Revenue	1,366	1,204	1,113	937	854	968	882	875	56
Total Expenses	964	1,022	921	856	903	702	799	700	38
Net Profit	402	183	191	81	(49)	266	83	175	129
<b>Total Division</b>									
Total Revenue	3,132	2,970	2,690	2,740	2,576	2,565	2,370	2,120	48
Total Expenses	1,702	1,608	1,433	1,370	1,294	1,168	1,156	1,091	56
Net Profit	1,430	1,363	1,257	1,370	1,281	1,397	1,214	1,029	39



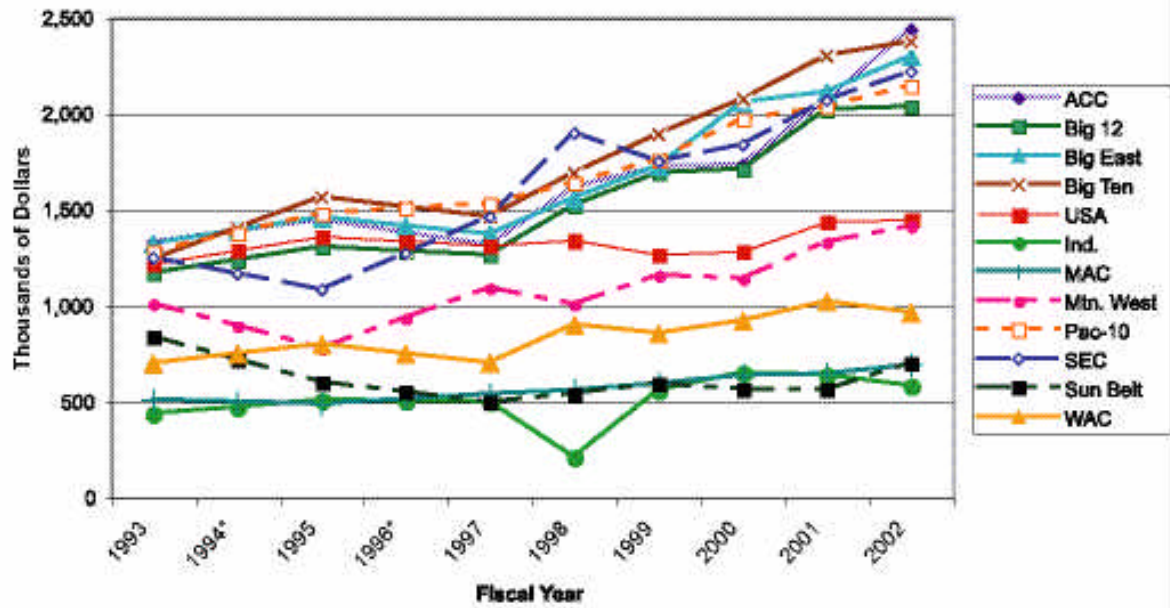
**Chart 5.7**  
**Men's Basketball Revenues – Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



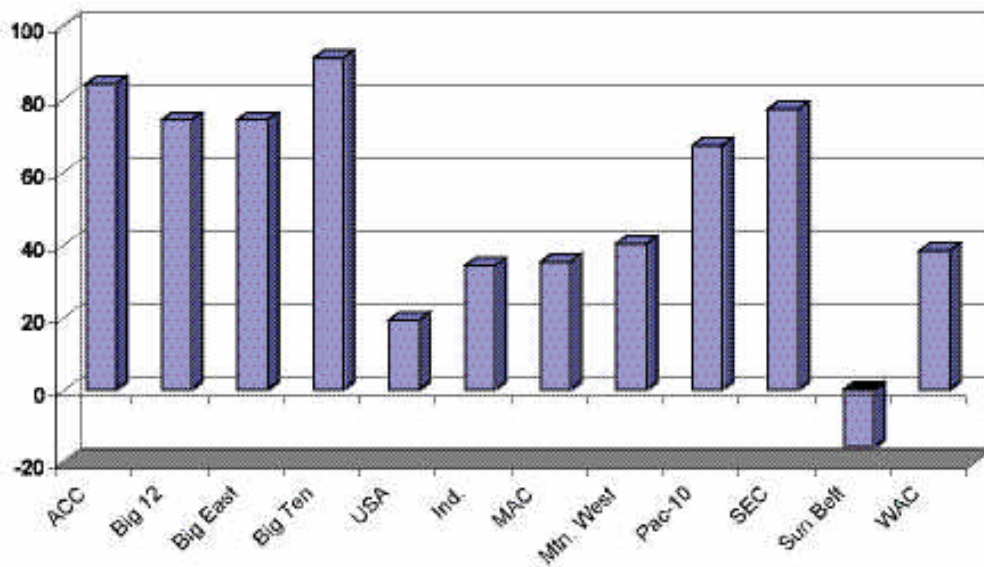
**Chart 5.8**  
**Men's Basketball Revenues -- Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**



**Chart 5.9**  
**Men's Basketball Expenses – Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



**Chart 5.10**  
**Men's Basketball Expenses – Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**



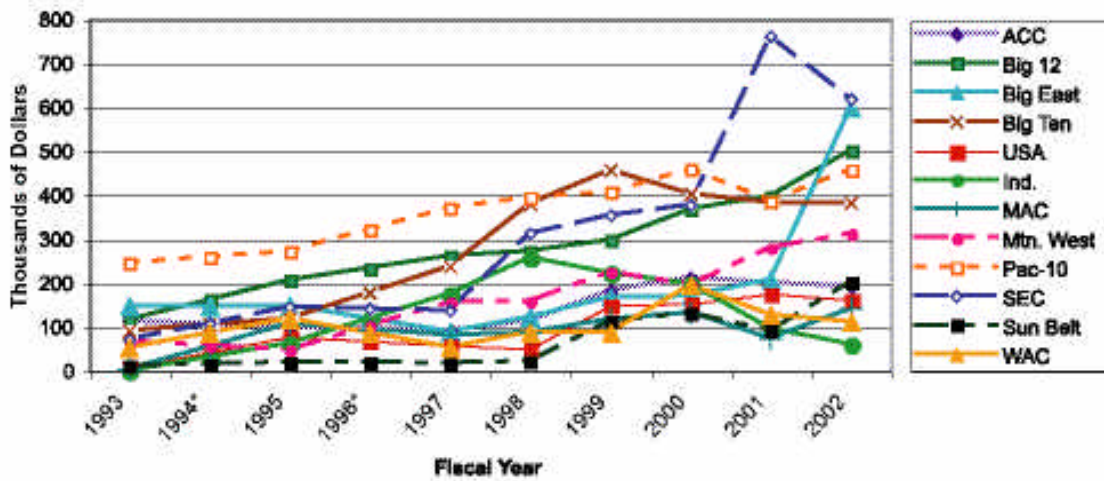


**WOMEN'S  
BASKETBALL  
PROGRAM**

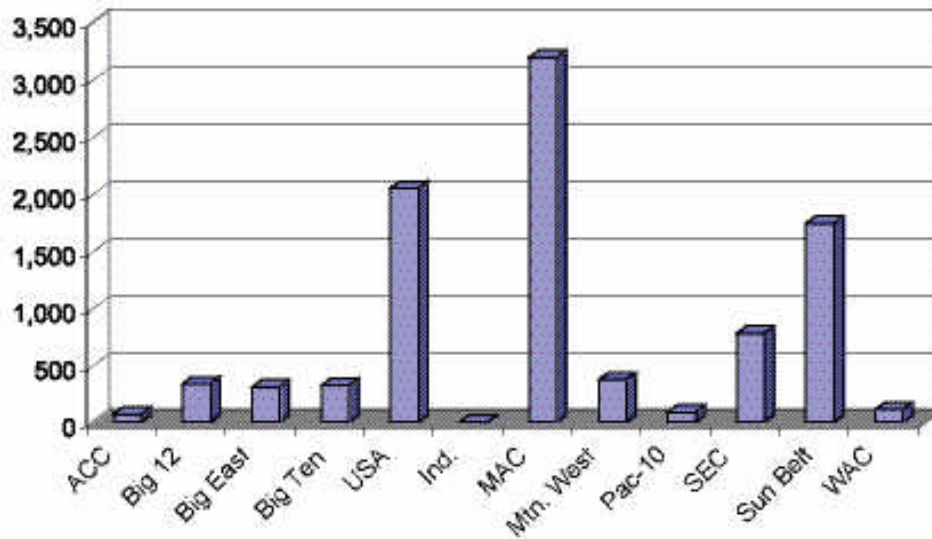
**Table 6.1**  
**Women's Basketball**  
**Revenues, Expenses and Net Profit**  
**Fiscal Years 1993 through 2002**  
**(in thousands of dollars)**

Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	192	200	213	182	114	93	98	114	68
Total Expenses	1,457	1,241	1,115	1,078	919	755	666	523	179
Net Profit	(1,266)	(1,041)	(902)	(897)	(805)	(661)	(567)	(409)	(210)
<b>Big 12</b>									
Total Revenue	501	398	368	298	273	261	206	116	333
Total Expenses	1,597	1,487	1,324	1,194	1,016	863	696	474	237
Net Profit	(1,096)	(1,089)	(956)	(896)	(743)	(602)	(489)	(358)	(206)
<b>Big East</b>									
Total Revenue	599	208	170	168	123	89	149	147	307
Total Expenses	1,585	1,437	1,225	1,007	930	835	680	527	201
Net Profit	(986)	(1,230)	(1,055)	(839)	(807)	(746)	(531)	(380)	(160)
<b>Big Ten</b>									
Total Revenue	383	383	402	456	380	237	119	91	322
Total Expenses	1,515	1,405	1,304	1,198	941	854	729	523	190
Net Profit	(1,132)	(1,022)	(902)	(742)	(561)	(617)	(611)	(432)	(162)
<b>C-USA</b>									
Total Revenue	161	175	152	149	50	58	78	8	2,047
Total Expenses	936	853	818	722	661	600	471	376	149
Net Profit	(774)	(678)	(666)	(573)	(611)	(542)	(393)	(368)	(110)
<b>Independent</b>									
Total Revenue	60	96	197	222	258	175	62	0	N/A
Total Expenses	350	336	319	223	210	212	123	81	335
Net Profit	(291)	(241)	(122)	(1)	48	(37)	(61)	(81)	(261)
<b>MAC</b>									
Total Revenue	141	74	132	118	88	81	107	4	3,190
Total Expenses	689	635	574	514	486	440	340	287	140
Net Profit	(549)	(561)	(442)	(396)	(398)	(360)	(233)	(283)	(94)
<b>Mountain West</b>									
Total Revenue	312	280	196	225	159	156	48	67	367
Total Expenses	875	842	765	658	590	523	342	338	159
Net Profit	(564)	(563)	(569)	(433)	(431)	(367)	(294)	(272)	(108)
<b>Pac-10</b>									
Total Revenue	457	386	459	406	395	371	272	246	86
Total Expenses	1,401	1,336	1,240	1,119	946	916	642	389	260
Net Profit	(944)	(950)	(781)	(713)	(551)	(544)	(370)	(143)	(560)
<b>SEC</b>									
Total Revenue	618	761	378	354	313	137	145	71	776
Total Expenses	1,566	1,491	1,391	1,205	1,175	889	604	512	206
Net Profit	(948)	(730)	(1,013)	(852)	(862)	(752)	(458)	(441)	(115)
<b>Sun Belt</b>									
Total Revenue	202	91	131	114	22	18	20	11	1,736
Total Expenses	597	508	464	417	373	333	307	288	107
Net Profit	(395)	(418)	(334)	(303)	(352)	(315)	(288)	(277)	(43)
<b>WAC</b>									
Total Revenue	111	127	195	88	87	54	119	53	110
Total Expenses	883	865	750	709	673	504	393	308	187
Net Profit	(772)	(738)	(555)	(621)	(587)	(449)	(273)	(255)	(203)
<b>Total Division</b>									
Total Revenue	336	360	260	280	191	170	130	90	273
Total Expenses	1,195	1,098	990	910	797	701	547	444	169
Net Profit	(859)	(738)	(730)	(630)	(606)	(531)	(417)	(354)	(143)

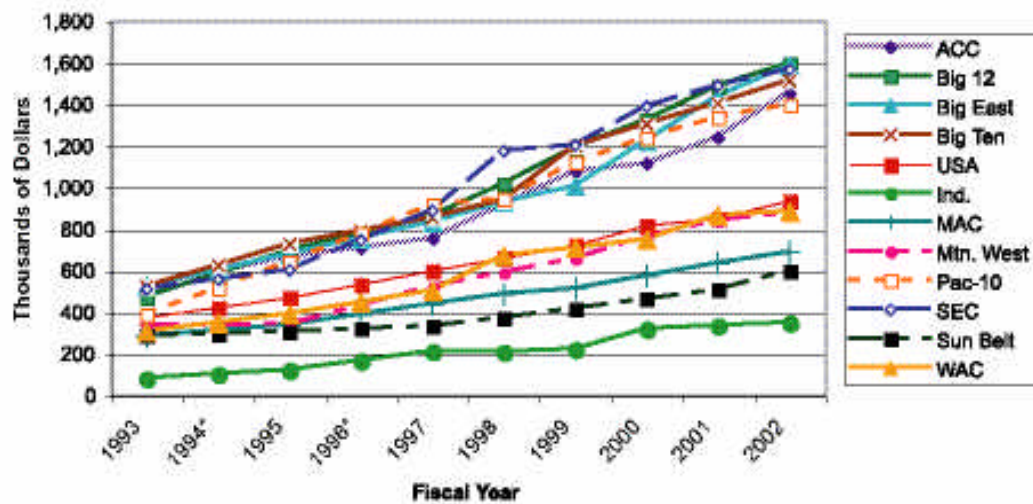
**Chart 6.2**  
**Women's Basketball Revenues**  
**Fiscal Years 1993 through 2002**



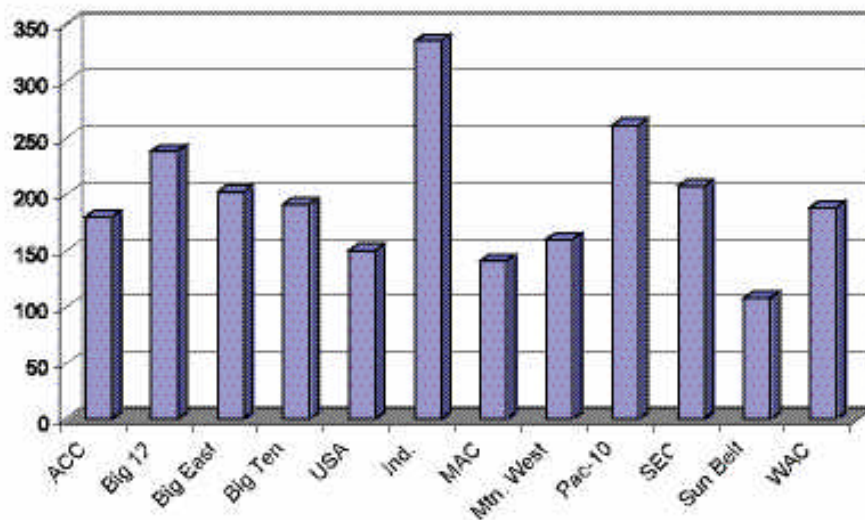
**Chart 6.3**  
**Women's Basketball Revenues**  
**Percentage Increase**  
**1993 to 2002**



**Chart 6.4**  
**Women's Basketball Expenses**  
**Fiscal Years 1993 through 2002**



**Chart 6.5**  
**Women's Basketball Expenses**  
**Percentage Increase 1992 to 2003**



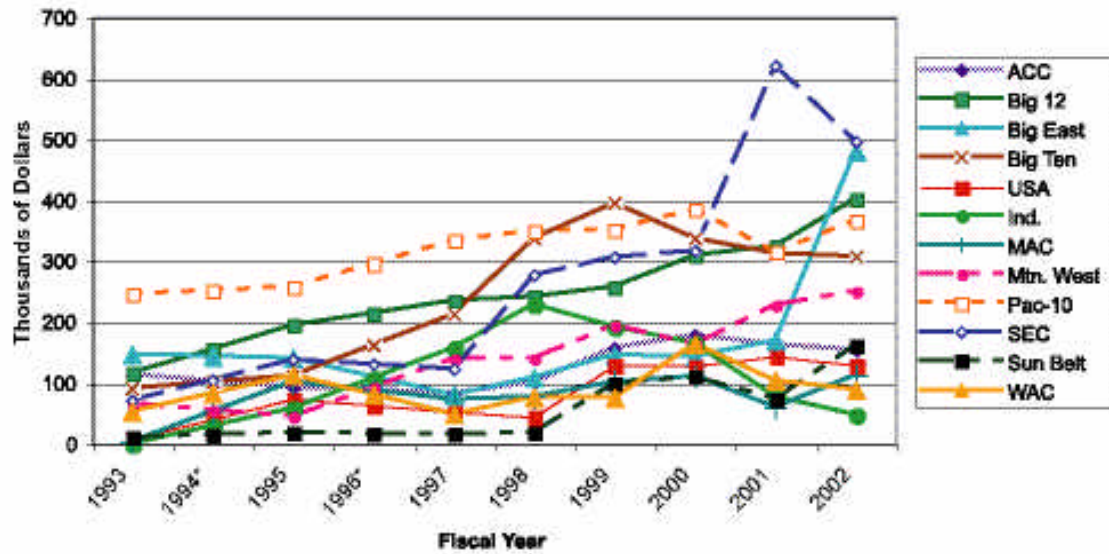


**Table 6.6**  
**Women's Basketball**  
**Revenues, Expenses and Net Profit**  
**Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**  
**(In thousands of dollars)**

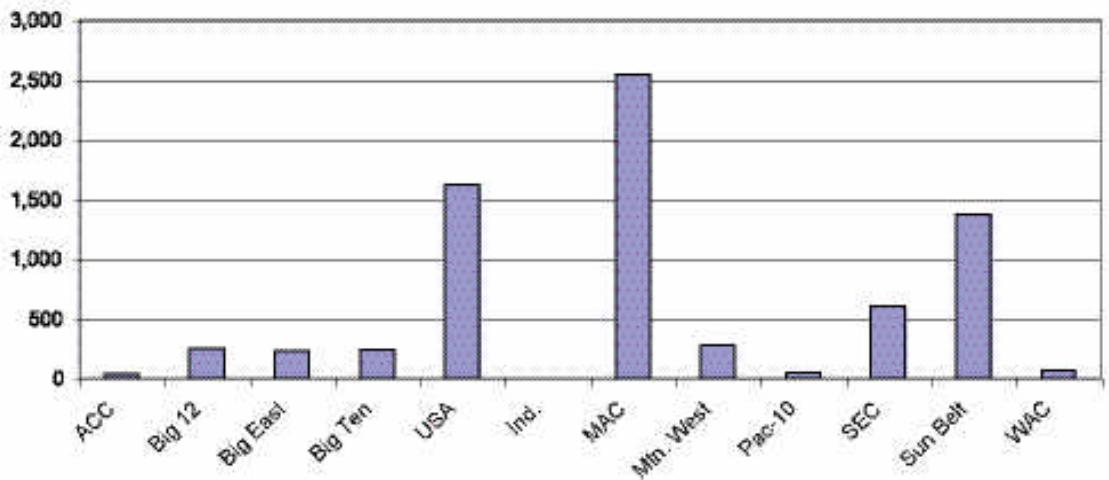
Conference	2002	2001	2000	1999	1998	1997	1995	1993	Percentage Increase from 1993 to 2002
<b>ACC</b>									
Total Revenue	154	163	179	158	101	84	93	114	35
Total Expenses	1,170	1,013	935	935	814	680	631	523	124
Net Profit	(1,016)	(849)	(757)	(777)	(713)	(596)	(538)	(409)	(149)
<b>Big 12</b>									
Total Revenue	402	325	309	258	242	235	195	116	248
Total Expenses	1,282	1,213	1,111	1,035	900	777	659	474	171
Net Profit	(880)	(889)	(802)	(777)	(658)	(542)	(464)	(358)	(146)
<b>Big East</b>									
Total Revenue	481	170	143	146	109	80	141	147	227
Total Expenses	1,273	1,173	1,028	873	824	752	644	527	142
Net Profit	(792)	(1,003)	(885)	(727)	(715)	(671)	(503)	(380)	(109)
<b>Big Ten</b>									
Total Revenue	308	313	337	395	337	213	112	91	239
Total Expenses	1,217	1,146	1,094	1,039	834	769	692	523	133
Net Profit	(909)	(834)	(757)	(643)	(497)	(555)	(579)	(432)	(110)
<b>C-USA</b>									
Total Revenue	129	143	128	129	44	52	74	8	1,624
Total Expenses	752	696	686	626	586	540	446	376	100
Net Profit	(622)	(553)	(559)	(497)	(541)	(488)	(373)	(368)	(69)
<b>Independent</b>									
Total Revenue	48	78	165	192	229	158	59	0	N/A
Total Expenses	281	274	268	193	186	191	117	81	249
Net Profit	(233)	(196)	(102)	(1)	43	(33)	(58)	(81)	(189)
<b>MAC</b>									
Total Revenue	113	60	111	102	78	73	102	4	2,542
Total Expenses	553	518	482	446	431	396	323	287	93
Net Profit	(440)	(458)	(371)	(343)	(353)	(323)	(221)	(283)	(55)
<b>Mountain West</b>									
Total Revenue	251	228	164	195	141	140	45	67	275
Total Expenses	703	687	642	570	523	471	324	338	108
Net Profit	(452)	(459)	(477)	(375)	(382)	(330)	(279)	(272)	(66)
<b>Pac-10</b>									
Total Revenue	367	315	385	352	350	334	258	246	49
Total Expenses	1,125	1,090	1,040	970	838	824	609	389	189
Net Profit	(758)	(775)	(655)	(618)	(488)	(491)	(351)	(143)	(430)
<b>SEC</b>									
Total Revenue	496	621	317	307	277	123	138	71	603
Total Expenses	1,257	1,217	1,167	1,045	1,041	800	572	512	146
Net Profit	(761)	(596)	(850)	(738)	(764)	(677)	(434)	(441)	(72)
<b>Sun Belt</b>									
Total Revenue	162	74	110	99	19	16	19	11	1,375
Total Expenses	479	415	389	362	330	300	291	288	66
Net Profit	(317)	(340)	(279)	(263)	(311)	(284)	(273)	(277)	(15)
<b>WAC</b>									
Total Revenue	89	104	164	76	77	49	113	53	69
Total Expenses	709	706	629	615	596	454	372	308	130
Net Profit	(620)	(602)	(466)	(538)	(519)	(405)	(259)	(255)	(143)
<b>Total Division</b>									
Total Revenue	270	294	218	243	169	153	123	90	200
Total Expenses	960	896	831	789	706	631	519	444	116
Net Profit	(690)	(602)	(612)	(546)	(537)	(478)	(395)	(354)	(95)

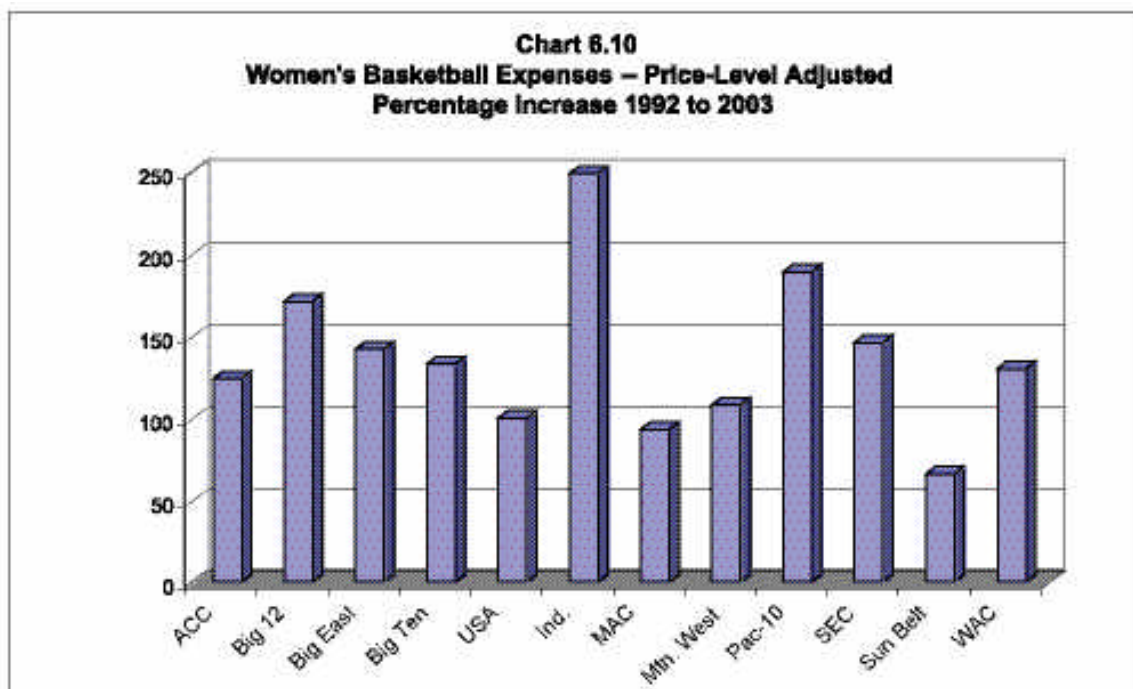
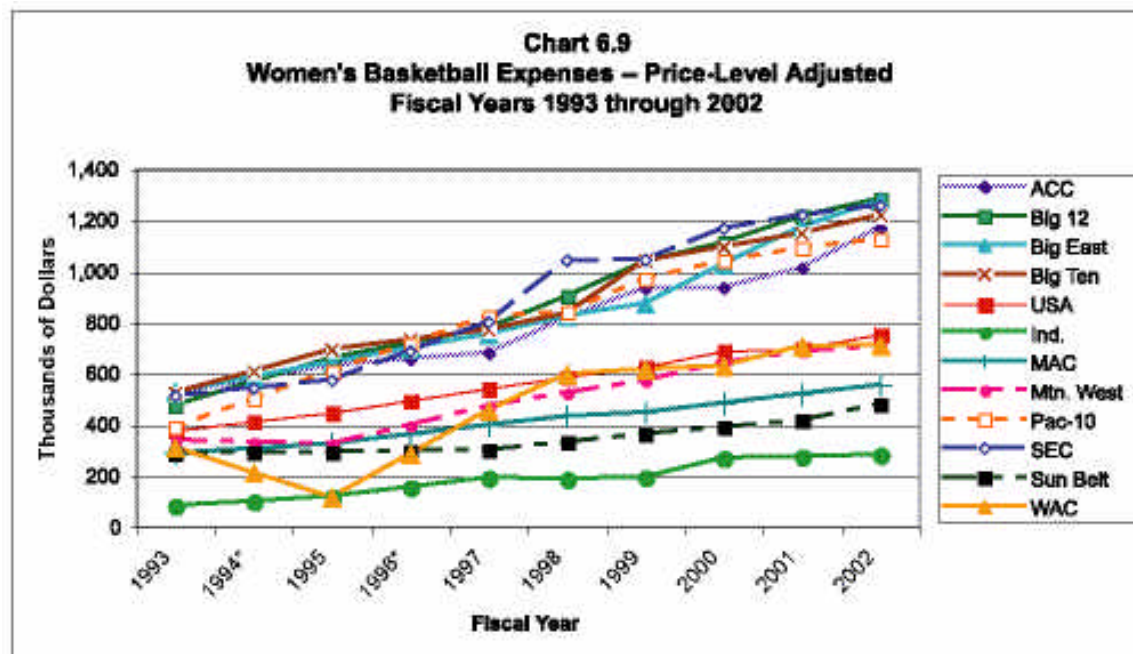


**Chart 6.7**  
**Women's Basketball Revenues – Price-Level Adjusted**  
**Fiscal Years 1993 through 2002**



**Chart 6.8**  
**Women's Basketball Revenues – Price-Level Adjusted**  
**Percentage Increase 1993 to 2002**







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