

## Iowa Hawkeyes crack top 25 schools in revenue in 2022 NCAA finances report



Nov 10, 2018: Iowa City, IA, USA: A general view of Kinnick Stadium before the game between the Iowa Hawkeyes and the Northwestern Wildcats. Mandatory Credit: Jeffrey Becker-USA TODAY Sports

Riley Donate

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The numbers are in and the accountants' pencils have been set down. The 2022 NCAA finances report from USA TODAY Sports is in and we can have a look at the revenue and expenses from each university across the board.

The Iowa Hawkeyes are at No. 21 in the NCAA in overall revenue. The Hawkeyes reported a 2022 revenue of \$151.48 million across their athletics. This positively offsets their expenses of \$151.14 million in 2022.

SEC, Big Ten each top \$2 billion in athletic department revenue, outpacing Power Five foes. <https://t.co/RaCgKtpP6M> <https://t.co/K8ozPxoVWu>

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This puts Iowa with the sixth-highest revenue among Big Ten schools. Ahead of Iowa is Ohio State at No. 1 with \$251.62 million in revenue, Michigan (\$210.65 million) at No. 4, Penn State (\$181.23 million) at No. 9, Michigan State (\$172.8 million) at No. 12, and Indiana (\$166.76 million) at No. 13. Just trailing Iowa at No. 22 is Wisconsin with a revenue of \$150.1 million.

As college sports continue to morph and constantly change, there is no denying that at the end of the day, college athletics are a business. That is a business spurred on by football and men's basketball, the two biggest money makers that are keeping athletic departments in the black or at least afloat.

Iowa has a new interim Athletic Director, Beth Goetz, taking over following the news of Gary Barta's retirement. At the forefront of Goetz's mind has to be ensuring that the upcoming football season continues to drive revenue to support the year. Ticket sales from Kinnick Stadium and the routine sellouts provide a large chunk of Iowa's revenue and that is driven by on-field success at the end of the day.

