Women and the Future of College Athletics

The recent surge in investment in women's college athletics means the industry is currently turning a profit as female student athletics is running at a loss in 31 states, meaning they are costing their college more than they are bringing in. However, gender parity in the profitability of college athletics could be restored as early as 2030 in terms of dollars in the future.

Our report shows that the profit gap between men's and women's athletics is 5.62% for men and 7.28% for women each year. This means women's college athletics could generate nearly $56,356,060 more profit than men's by 2030 - 16.5% more.

Participation in student athletics is currently growing at an average annual rate of 0.36% for women and 0.81% for men. By 2024, 18 states and the District of Columbia will secure an estimated $28,085,029 in additional gross profit from women's college athletics being more profitable than men's.

The Future is Female

Women's college sports have been more profitable than men's on average across the US. The most profitable state for women in 2017 was South Carolina, while the least profitable state was New Mexico with a profit margin of -24.89%.

North Carolina is expected to continue growing year on year and profitability of college athletics by state and gender.

Overall, men's college sports have been more profitable than women's. Colorado has the 3rd highest profitability for men at 32.45% while West Virginia has the highest profitability for women at 32.90%.

Where the States Stand

Numbers at a Glance

Profit Margin

<table>
<thead>
<tr>
<th>State</th>
<th>Profit Margin for Men</th>
<th>Profit Margin for Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>37.65%</td>
<td>8.15%</td>
</tr>
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We're tracking the profitability of college athletics being more profitable than men's as early as 2030 in terms of dollars in the future.

Participation

Student Aid

Schools with more female students have more student aid available. In 2016, the average amount of student aid was $5,158 for women and $5,507 for men.

College Athletics in America

Our analysis suggests that female student athletics could make progress towards profitability as early as 2024. This is due to the growing participation in women's college athletics, which has been increasing at an average annual rate of 0.81% compared to 0.36% for men. The future looks bright for female student athletics, with the potential for profitability by 2024.

Sources:

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