

Category	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Date/Time	Friday Dec. 29, 12 pm	Monday Dec. 31, 3 pm	Wednesday Dec. 31, 2:30 pm	Sunday Dec. 27, 7:30 pm	Thursday Dec. 30, 5:40 pm	Friday Dec. 30, 5:40 pm	Monday Dec. 31, 5:40 pm	Monday Dec. 30, 2:15 pm	Tuesday Dec. 30, 2:00 pm	Wednesday Dec. 30, 6:00 pm	Friday Dec.30, 2:30 pm	Friday Dec. 29, 3:30 pm
Match-up	Clemson vs. Kentucky	Kentucky vs. Florida State	Boston College vs. Vanderbilt	Kentucky vs. Clemson	North Carolina vs. Tennessee	Mississippi State vs. Wake Forest	Vanderbilt vs. NC State	Ole Miss vs. Georgia Tech	Notre Dame vs. LSU	Texas A&M vs. Louisville	Nebraska vs. Tennessee	Northwestern vs. Kentucky
Direct Economic Impact	\$20,665,771	\$27,094,078	\$9,974,618	\$12,643,699	\$20,130,454	\$22,288,377	\$13,921,413	\$19,573,426	\$19,658,212	\$15,717,767	\$22,196,155	\$19,288,887
Attendance	68,024	68,661	54,250	57,280	69,143	55,208	55,801	52,125	60,419	50,478	68,496	48,675
National TV Viewers	2,638,000	5,299,051	3,645,819	2,790,317	7,106,725	4,213,669	1,952,256	3,124,021	5,314,830	5,423,000	5,026,354	5,054,466
Out of Town Visitors	51,018	53,556	17,498	39,528	41,486	36,989	29,575	40,658	41,357	37,116	42,600	39,275