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**Abstract:** This study pursues who the proponents and opponents of casino gaming are, focusing on the currently debated introduction of land-based casinos, in Kentucky. A survey was conducted with 600 randomly sampled residents. Qualitative Choice Models were considered to identify the factors that contributed to residents' support for or opposition to casino gaming. A Logistic Regression (Logit) model was chosen and education, employment status, and religion were found significant in the model. The fact that more respondents opposed the legalization of the proposed land-based casino gaming leaves the debate wide open to continued discussion. ABSTRACT FROM AUTHOR

**Notes:** (Shawn)

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