

LONDON, Feb. 6, 2014 /PRNewswire/ -- The authorisation of internet gaming in New Jersey has led to a marked movement of players from non-approved to approved sites, according to data released by gaming research company Commercial Intelligence (Ci).

The research findings, which were presented at ICE, the world's largest b2bgaming event taking place in London this week, show that of the 65% of New Jersey online players using non-approved sites, 37% have switched to one or more of the approved sites.

Geoffrey Dixon, Head of Research at Ci, said: "All eyes are on New Jersey as a possible barometer of success for other states and our findings identify a huge fiscal reward in terms of tax yields derived from regulated gaming. The impact of the New Jersey test bed is significant for the future of online gaming across the USA."

"Furthermore, of the online players that we researched just two weeks ago, 35% had only begun gaming online following New Jersey's decision in November 2013. This level of take-up, coupled with the movement to approved sites, represents a compelling fiscal case study for states seeking to cut their budget deficits."

Ci's New Jersey Player Survey, the first independent survey of behaviour to take place since online gaming was regulated in November 2013, also reports on the impact of licensing, the threat of cannibalisation of gaming spend from bricks and mortar to online, brand loyalty and poker versus casino performance.

Ci surveyed 506 New Jersey online gaming players during January 2014.

## New Jersey Research Identifies Huge Tax Benefits from Online Regulation

Written by Australian Business

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