

# Review of: "Switching Away From Smoking and Reduction in Cigarette Consumption among US Adult Purchasers of the JUUL System across 24 Months Including Diverse Subpopulations Disproportionately Affected by Cigarette Smoking"

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Potential competing interests: No potential competing interests to declare.

1. These investigators monitored the smoking activity of adults who had purchased the JUUL starter kit in 2018. These adults filled out a baseline survey and then were asked to complete 10 additional surveys over the next 24 months. They were reimbursed \$30 per survey. A total of 22,905 smokers completed the baseline assessment. 84.4% of those who completed the baseline assessment provided follow-up information on subsequent surveys. The average number of completed surveys was 6.5 and more than 70% responded to group 5 or more follow-up surveys. The authors should provide information about the number of adults who purchased these starter kits and declined to participate in the baseline and subsequent surveys. The number of adults who participated in the survey is possibly much smaller than the total number of adults who bought the starter kits. If so, this would indicate this is a very select group of adult smokers.
2. Over time there was a decrease in dual users and an increase in switched users. Over 24 months approximately 50% of those participating in the survey exclusively used electronic nicotine devices. Approximately 9% were smoking only, and 9% were not using either nicotine devices or cigarettes.
3. The percentage who switched from cigarettes to electronic devices was similar in terms of race and ethnicity, income level, education level, sexual minority status, and mental health conditions. A much smaller percent of patients who had smoking-related clinical disorders had switched.
4. This study indicates that adults who smoke who are motivated to buy the JUUL starter kit and participate in subsequent surveys were likely to switch from cigarettes to electronic devices independent of demographic, social, and mental health characteristics. These results suggest that electronic nicotine devices can contribute to smoking cessation in motivated adults. This study has definite limitations which the authors do discuss in the discussion section of the manuscript. The unusually long follow-up period is one of the strengths of the study.