This e-commerce survey sampled 7,633 adult smokers age 21 and up who purchased their first JUUL Starter Kit online, evaluated the frequency of cigarette smoking across a 3-month period to gauge whether or not adults who purchased the JUUL device switched from combustible cigarettes. Of the 5,012 respondents who participated in a 90-day follow-up assessment, 40.3 percent entirely switched from combustible cigarettes for at least 30 days. Among participants of the 90-day follow-up assessment, cigarette intake declined from 1.37 million 30 days prior to the study to 600,000 in the previous 30 days at the 3-month assessment.