

Massachusetts Tobacco Availability and Pricing Survey

Fiscal Year 2023

Report Prepared by:

JSI Research & Training Institute, Inc. &

The Massachusetts Tobacco Cessation and Prevention Program

Executive Summary

Since 2010, the Massachusetts Tobacco Cessation & Prevention Program (MTCP) at the Department of Public Health has been working with JSI Research & Training Institute, Inc. (JSI) to collect information on tobacco availability and pricing (“pricing survey”) at tobacco retailers across the state. This report presents pricing survey data collected by funded Boards of Health (BOH) and JSI in fiscal year 2023, from July 1, 2022 – June 30, 2023 (“FY23”). FY23 data collection was attempted in 100% of retailers (n=6,892) in Massachusetts and was completed in 73% of retailers (n=5,041).

Data have been collected with the intention to track trends in pricing and availability of tobacco products and assess the impact of tobacco control regulations on availability and price of tobacco products including the state’s comprehensive flavored tobacco restriction.

Based on data from the FY2023 pricing survey all categories of tobacco products recorded showed an increase in availability in FY2023 in MA as compared to the previous year. The largest increase in availability was for nicotine pouches (available at 39% of retailers in FY2022, compared to 50% in FY2023), followed by vape products, from 46% to 51% (respectively). Prices of most tobacco products have increased from previous years.

Data continue to show the effectiveness of flavored policies and community-level cigar packaging regulations.

FY23 Data Highlights

Topic Area	Key Findings
Cigarettes	Cigarettes were available in 98% of tobacco retailers. The most commonly observed brand of cigarettes was <i>Marlboro Red</i> (97% of retailers). Between FY2022 and FY2023, the price of <i>Marlboro Red</i> increased \$0.74 from \$11.32 to \$12.06.
Single cigars	Single cigars were available in 68% of tobacco retailers. The most commonly observed brand of single cigars was <i>Black and Mild</i> (48% of retailers).
Multi-pack cigars	Multi-pack cigars were available in 76% of tobacco retailers. The most commonly observed brand of multi-pack cigars was <i>Game</i> (41% of retailers).
Chewing tobacco	Chewing tobacco products were available in 43% of tobacco retailers. The most commonly observed brand of chewing tobacco was <i>Grizzly</i> (51% of retailers).
Nicotine Pouches	Nicotine pouches were available in 50% of tobacco retailers. This is an 11% increase from FY22, the largest for any product. The most commonly observed brand of nicotine pouches was <i>Zyn</i> (51% of retailers).

Vape Products	Vape products were available in 50% of tobacco retailers. The most commonly observed brand of vape products was JUUL (39% of retailers)
Product availability in mint, menthol, wintergreen and other flavors	As a result of the flavored tobacco restriction enacted in June 2020, the availability of tobacco products in mint, menthol and wintergreen flavors in FY23 was near 0%, down from 87% in FY20. Availability of products in other flavors was 4.9%, down from 30% in FY20
Advertisements for mint, menthol or wintergreen tobacco products	Advertising for mint, menthol, and wintergreen products (located anywhere in the store) was observed at 20 retailers, in 18 cities, or 0.4% overall.

Introduction

The Massachusetts Tobacco Cessation & Prevention's (MTCP) mission is to reduce the health and economic burden of tobacco use by: preventing young people from starting to use tobacco and nicotine products; helping current tobacco and nicotine users to quit; protecting children and adults from secondhand smoke; and identifying and eliminating tobacco-related inequities.

In order to help achieve this mission, JSI Research & Training Institute, Inc. (JSI) has been working with MTCP to collect information on tobacco availability and pricing at retail establishments across the state. Data have been collected since 2010, with the intention to track trends in pricing and availability of tobacco products (Goal 1) and assess the impact of tobacco control regulations on availability and price of tobacco products (Goal 2). These goals are described in more detail below.

GOAL 1: Track trends in pricing and availability of tobacco products.

The tobacco industry uses a variety of tactics in their business, marketing, and pricing strategies to attract new users and prevent current users from quitting, such as:

- Increasing density of retailers
- Decreasing price of products
- Increasing exposure and access to products
- Creating appealing, flavored products

Tracking the availability and price of tobacco products can help evaluate retailer compliance with existing policies, build an evidence base for the efficacy of those policies, and monitor statewide trends over time.

GOAL 2: Assess the impact of tobacco control regulations on availability and price of tobacco products.

In order to reduce the impact of tobacco industry tactics on youth and adult tobacco use, many local communities in Massachusetts have passed policies to regulate the environment in which tobacco products are sold, such as:

- Capping the number of tobacco retailers
- Banning the sale of tobacco in pharmacies
- Restricting the price of cigars
- Restricting sales of flavored tobacco products

As of June 1, 2020, the sale of flavored combustible cigarettes and other tobacco products, including menthol cigarettes and flavored chewing tobacco, are restricted to licensed smoking bars where they may be sold only for on-site consumption.

Pricing Laws in Massachusetts

Extensive research on the impact of tobacco pricing on consumer behavior suggests that significantly increasing the price of tobacco is an effective tool to reduce tobacco use.¹ Higher prices prevent the initiation of tobacco use among non-users and nudge current users to stop or reduce their intensity (or quantity) of tobacco intake.²

A study analyzing data from the Youth Risk Behavior Survey (YRBS) from 1999-2013 found that tax increases had the largest impact on reducing tobacco product use among younger adolescents; every \$1.00 increase in cigarette tax was associated with a 2.2 and 1.6 percentage point reduction in smoking among youth ages 14 and 15, respectively.³ In addition, the impact of cigarette prices on smoking behavior increases as prices increase. For every 10% increase in cigarette prices, there is a 3-5% decrease in adult smoking prevalence and a 6-7% decrease in youth smoking prevalence.⁴

Industry documents confirm that tobacco companies are aware that price increases are an effective way to prevent initiation and increase cessation.⁵ One document from Philip Morris International Inc., the “Big Tobacco” company recognized for its best-selling product, *Marlboro*, reads:

“ A high cigarette price, more than any other cigarette attribute, has the most dramatic impact on the share of the quitting population...price, not tar level, is the main driving force for quitting.”⁵

The industry is also aware that price increases affect youth more than adults, as acknowledged by an R.J. Reynolds Tobacco Company analyst:

“ The disproportionately high rate of incidence decline among YAS [young adult smokers] is tied to heightened price sensitivity and social acceptability. Increasing prices, however, appear to be the most important factor as YAS appear to be more concerned about the price or value of cigarettes than the market in general.”⁶

Taxes

As of January 1, 2024, the excise tax per pack of 20 cigarettes in Massachusetts is \$3.51, the fifth highest cigarette tax rate in the country.⁷ For other types of tobacco products, the excise tax rates are as follows: \$3.51 per pack of 20 little cigars, 210% of the wholesale price of smokeless tobacco (excluding nicotine pouches), and 40% of the wholesale price for cigars and smoking tobacco. Note that all prices included in this report are pre-tax.

Cigar Packaging/Pricing Regulation

A growing number of municipalities across the Commonwealth have implemented cigar packaging/pricing regulations (CPPR). In September 2014, 80 municipalities had a CPPR. In 2022 to 2023, 195 communities (covering about 75% of the state’s population) had CPPRs in place. These regulations raise the minimum price of single and multi-pack cigars to \$2.50 and \$5.00, respectively. In addition to increasing the price, research conducted in Massachusetts found that these CPPRs also decreased the availability of single cigars.⁸

Flavored Product Regulation

Over the years, a growing number of municipalities have implemented flavored tobacco product restrictions (FTRP). These regulations restricted the sale of all flavored tobacco products (excluding menthol but including e-cigarettes) to adult-only retailers, such as tobacconists and vape shops. Research conducted in Massachusetts has found that with rigorous enforcement, FTRPs successfully reduce the availability of flavored tobacco products on the market and have the potential to curb youth tobacco use, even shortly after implementation.^{9,10,11}

Pricing survey data has helped illuminate inequities in the availability and price of tobacco products, which exist due to deliberate industry targeting of tobacco products, including menthol products, to people of color and other marginalized populations. An analysis examining the price of Newport (menthol) cigarettes in Boston found that neighborhoods of color had a lower average price of Newport cigarettes, and a higher percentage of retailers selling Newport cigarettes below minimum price, compared to primarily white neighborhoods (this association was not seen among non-menthol cigarette brands).¹²

To address inequities in menthol tobacco availability and use, Massachusetts passed a law in November 2019: *An Act Modernizing Tobacco Control*¹³. This statewide law restricts the sale of all flavored tobacco and vape products, including mint/menthol flavors, to smoking bars for on-site consumption only. Going forward, pricing survey data will be a key data source to evaluate the statewide law.

In February 2020, the Public Health Council (PHC) voted to finalize the promulgation of 105 CMR 665. Regulations took effect in March 2020. Local boards of health have enforcement authority for provisions of the regulations. Starting on June 1, 2020, the sale of flavored combustible cigarettes and other tobacco products, including menthol cigarettes and flavored chewing tobacco, are restricted to licensed smoking bars where they may be sold only for on-site consumption. Also, effective as of this date was the addition of a 75 percent excise tax on the wholesale price of nicotine vaping products, in addition to the state's 6.25 percent sales tax.

Methods

The Sample

The tobacco retail point-of-sale toolkit (POST) is an online data system managed by MTCP and Counter Tool that contains data from all tobacco retailers in Massachusetts. MTCP field staff and FDA inspectors use POST to collect real-time data and track enforcement and inspection visits among tobacco retailers throughout Massachusetts. MTCP also uses POST to maintain a list of all retailers with tobacco licenses in the state.

Using this database, JSI obtained a list of all retail establishments within each of the fifteen funded Board of Health (BOH) regions, a total of 4,430 tobacco retail establishments (herein referred to as the “funded sample”). Each quarter, JSI provided BOH regions with random samples of retailers in their regions to survey.

Additional staff managed by JSI provided support for data collection and worked in communities not covered through regional funding using the same pricing survey tool. These areas, referred to as the “unfunded sample” comprised of 2,462 retailers in FY2023. Establishments in the unfunded sample are clustered by county and further divided into city/town to create daily assignments for observers. Each daily assignment had groupings of approximately the same size that were geographically close to each other.

Pricing surveys were collected across the four quarters of the fiscal year:

Quarter 1: July 2022 – September 2022

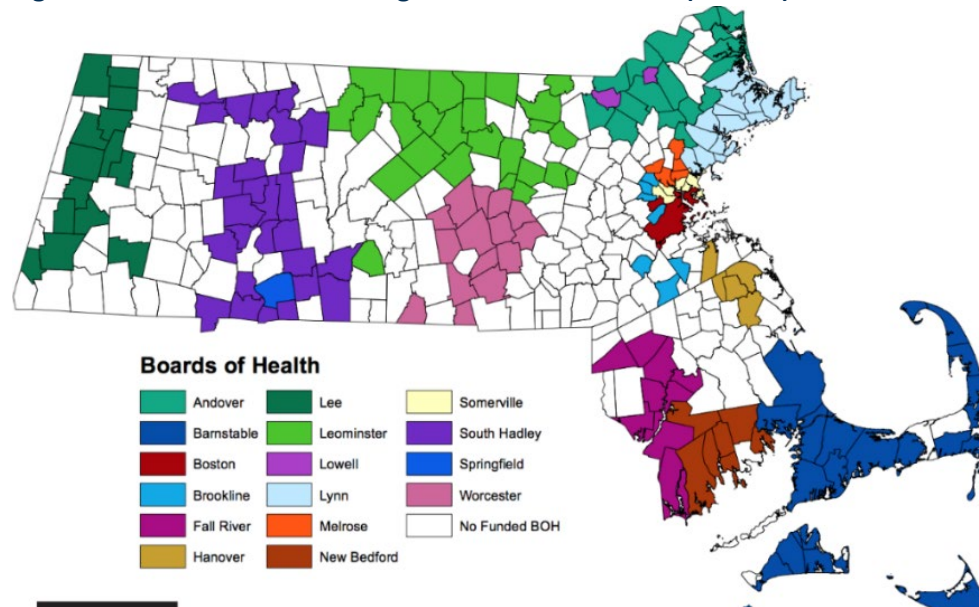
Quarter 2: October 2022 – December 2022

Quarter 3: January 2023 – March 2023

Quarter 4: April 2023 – June 2023

The combined sample totaled 6,892 active retailers. Of these, 5,041 retail establishments were visited in FY2023, for a completion rate of 73%. Reasons when the visit to the store or the pricing survey itself could not be completed included: store closures or stores going out of business, retailers in the sample that no longer sold tobacco products, and data collectors unable to secure the cooperation of retail staff to participate in the survey (rare).

Figure 1. BOH and Unfunded Regions in Massachusetts (FY2023)



Data Collection

Data collectors administered the pricing survey using Alchemer, an online data collection tool. Survey administrators entered retailer responses directly into Alchemer using Apple iPads and Android tablets connected to the internet. The FY2023 survey form included:

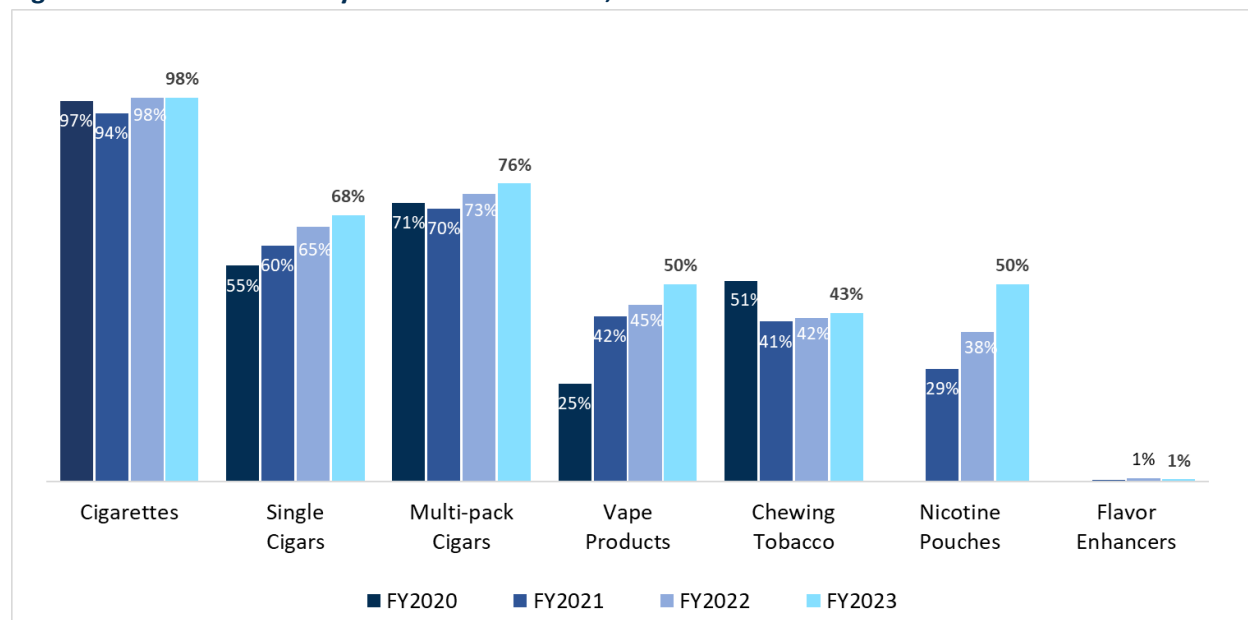
- 1) Tobacco product availability (overall; mint, menthol, wintergreen flavors; other flavors)
- 2) Cigarette availability and price (*Marlboro*, *Newport* and cheapest cigarette brand)
- 3) Cheapest single and multi-pack cigar or cigarillo availability and price (including mint/menthol flavors and flavored cigars/cigarillos)
- 4) Cheapest e-cigarette availability, flavor type, and price (including vape pod/pack and cheapest disposable vape device)
- 5) Cheapest smokeless tobacco product availability, flavor type, and price
- 6) Cheapest nicotine pouches availability, flavor type, and price
- 7) Advertising for mint, menthol, or wintergreen tobacco products

Results

Overall availability

All categories of tobacco products recorded in the pricing survey showed an increase in availability in FY2023 as compared to the previous year. The largest increase in availability between FY2022 and FY2023 was for nicotine pouches (available at 38% of retailers in FY2022, compared to 50% in FY2023), followed by vape products, from 45% to 50% (respectively). Cigarettes remain the most commonly available product at 98% of tobacco retailers.

Figure 2. Annual Availability of Tobacco Products, FY2020-FY2023



*Data for Nicotine Pouches and Flavor Enhancers was not collected in FY2020

Availability in Mint, Menthol, Wintergreen and Other Flavors

As in FY2021 and FY2022, the availability of tobacco products in mint, menthol, and wintergreen flavors remained near 0% in FY2023. In contrast, tobacco products in other flavors were observed to be available in 4.9% of sampled retailers. Although this overall availability is low compared to non-flavored tobacco products, general availability of products in other flavors showed a slight increase between FY2021 and FY2023.

Figure 3a. Annual Availability of Tobacco Products in Mint, Menthol, and Wintergreen flavors, FY2020-FY2023

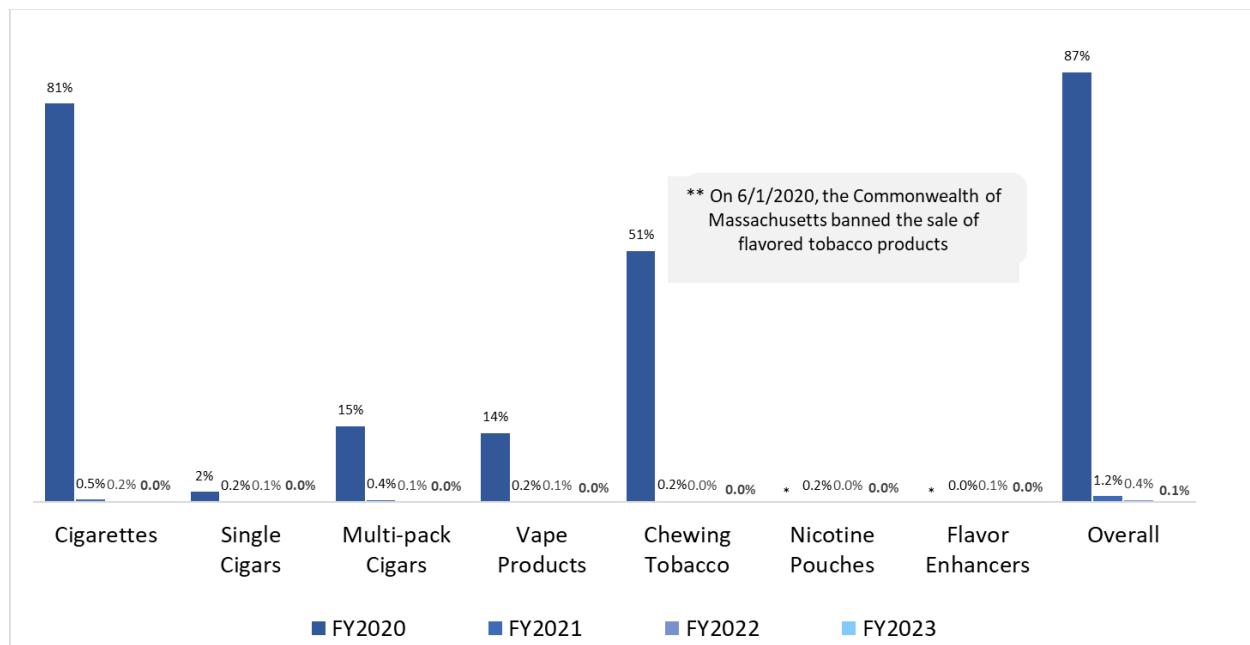
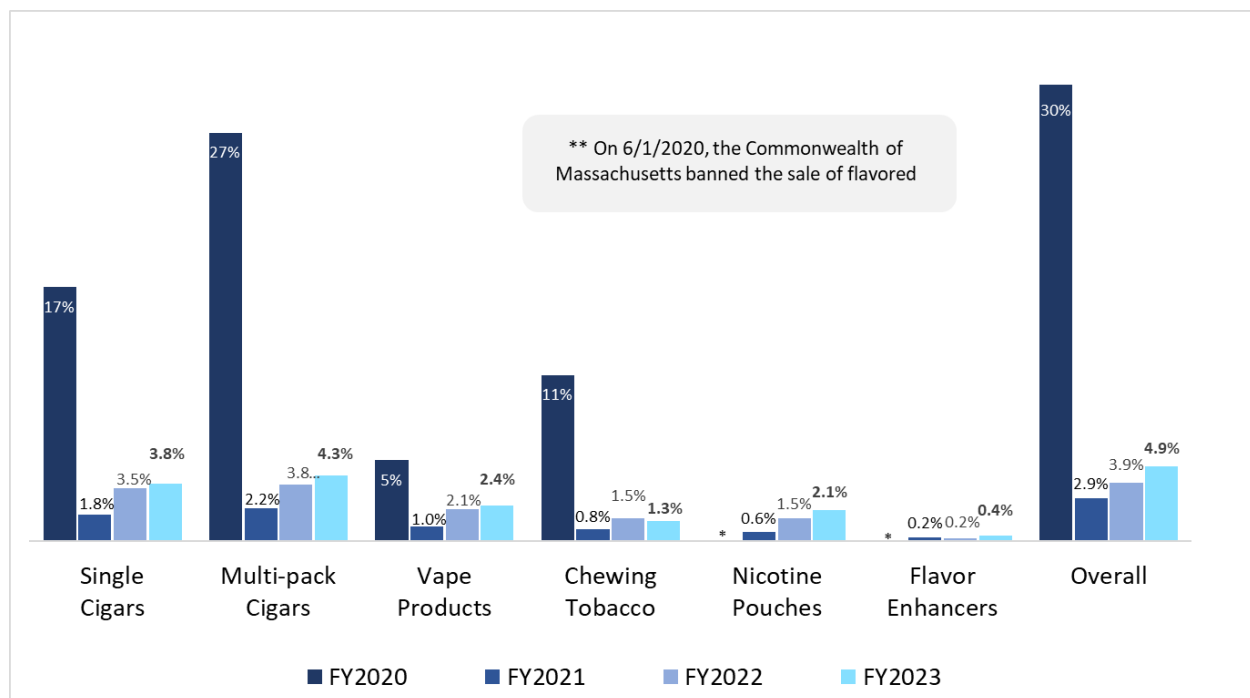


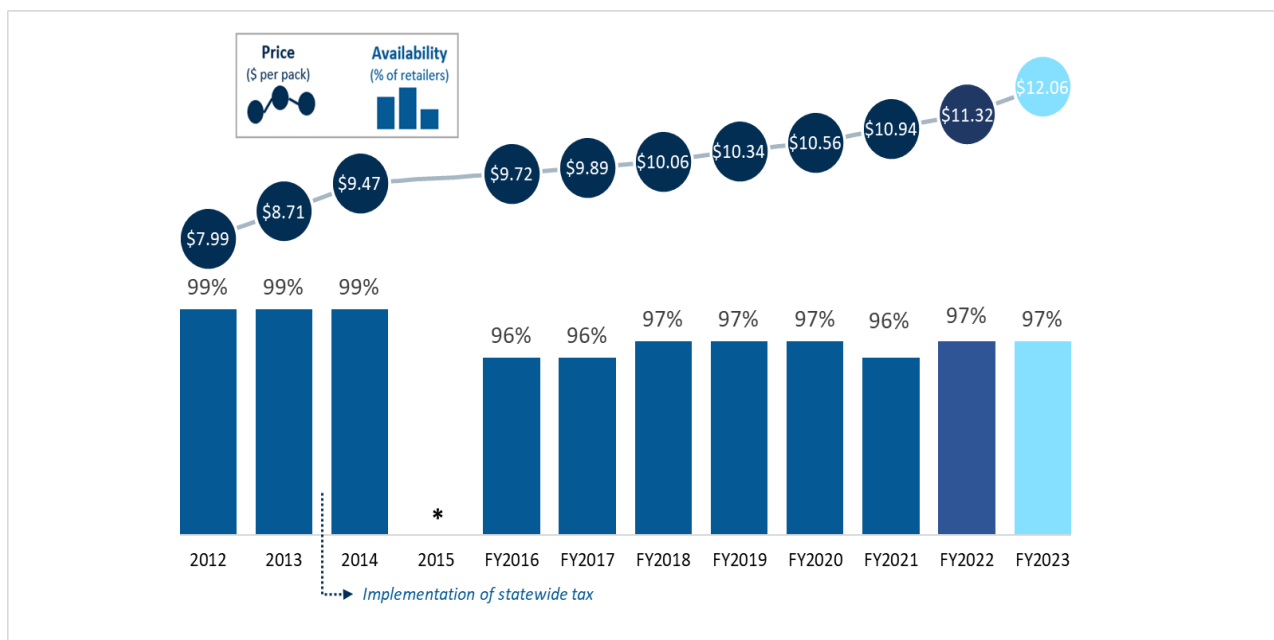
Figure 3b. Annual Availability of Tobacco Products in Other Flavors, FY2020-FY2023



Marlboro Red Cigarette Availability and Pricing

In FY2023, the availability of *Marlboro Red* cigarettes remained unchanged from the previous year, at 97% of retailers. Concurrently, the average price of *Marlboro Red* cigarettes increased \$0.74, from \$11.32 in FY2022 to \$12.06 in FY2023. This was the largest annual change in price for this product since 2014.

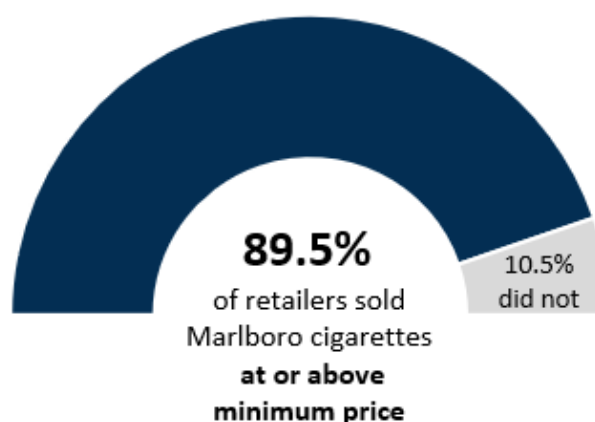
Figure 4. Annual Availability and Price per Pack of *Marlboro Red* Cigarette Products, FY2012-FY2023



Marlboro Red Cigarette Minimum Pricing

The Department of Revenue (DOR)-mandated minimum price of *Marlboro Red* cigarettes between July 2022 and June 2023 ranged from \$10.90 to \$11.28 at chain stores, and \$11.07 to \$11.45 at independent retailers. The observed price of *Marlboro Red* cigarettes ranged from \$9.25 to over \$22. In FY2023, the majority of sampled retailers (89.5%) were observed to be selling *Marlboro Red* cigarettes at or above the state mandated minimum price, a slight increase from FY2022 (86.9%), indicating that most retailers are aware of and complying with pricing regulations.

Figure 5. *Marlboro Red* Cigarette Prices Compared to FY2023 State Mandated Minimum Price



Cheapest Cigarette Availability and Pricing

The most commonly observed brand of the least expensive cigarettes was *Crowns*, available at 54% of retailers. Three other cheapest cigarettes observed included *Montego*, *Maverick* and *Lucky Strike*, though these were much less widely available (<10% of retailers). The average price for the cheapest observed brands of cigarettes increased from \$8.29 in FY2022 to \$8.36 in FY2023 (pre-tax).

Figure 6. Availability of Least Expensive Cigarette Brands, FY2023

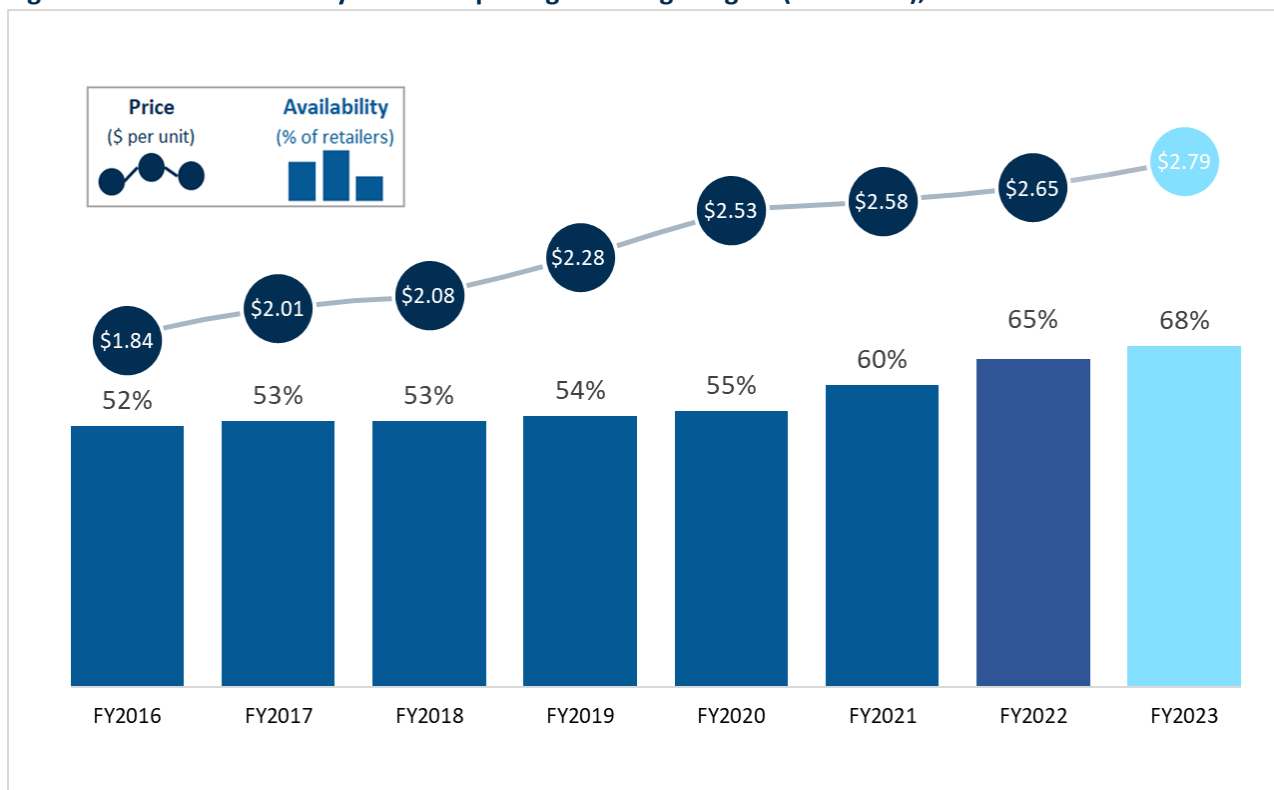


Single and 5-Pack cigar Availability and Pricing

Comparing the overall availability of single and multi-pack cigars, multi-packs are more widely available among the sampled retailers, with almost three quarters (**73%**) of tobacco retailers carrying multi-pack cigars. Cigars in multi-packs usually contain 2, 4 or 5 cigars per pack, though 3, 10 and 20 pack cigars are less widely available.

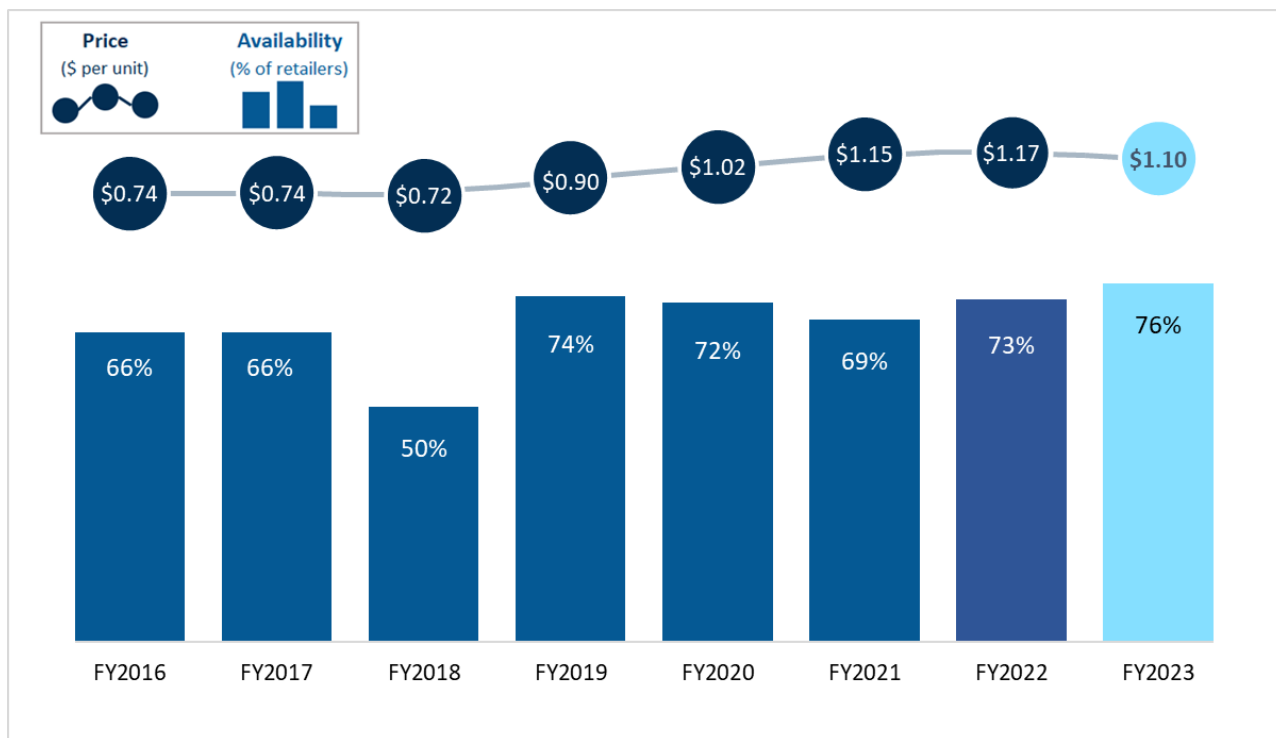
In FY2023, availability and price of both single and 5-pack cigars increased slightly from FY2022. Figure 7 shows availability and price trends of single cigars between FY2016 and FY2023. The availability of **single cigars** increased from 65% in FY22 to **68%** in FY23. At the same time, the average price of single cigars increased by \$0.14 (from 2.65 to **\$2.79**).

Figure 7: Overall Availability and Price per Cigar of Single Cigars (all flavors), FY2016-FY2023



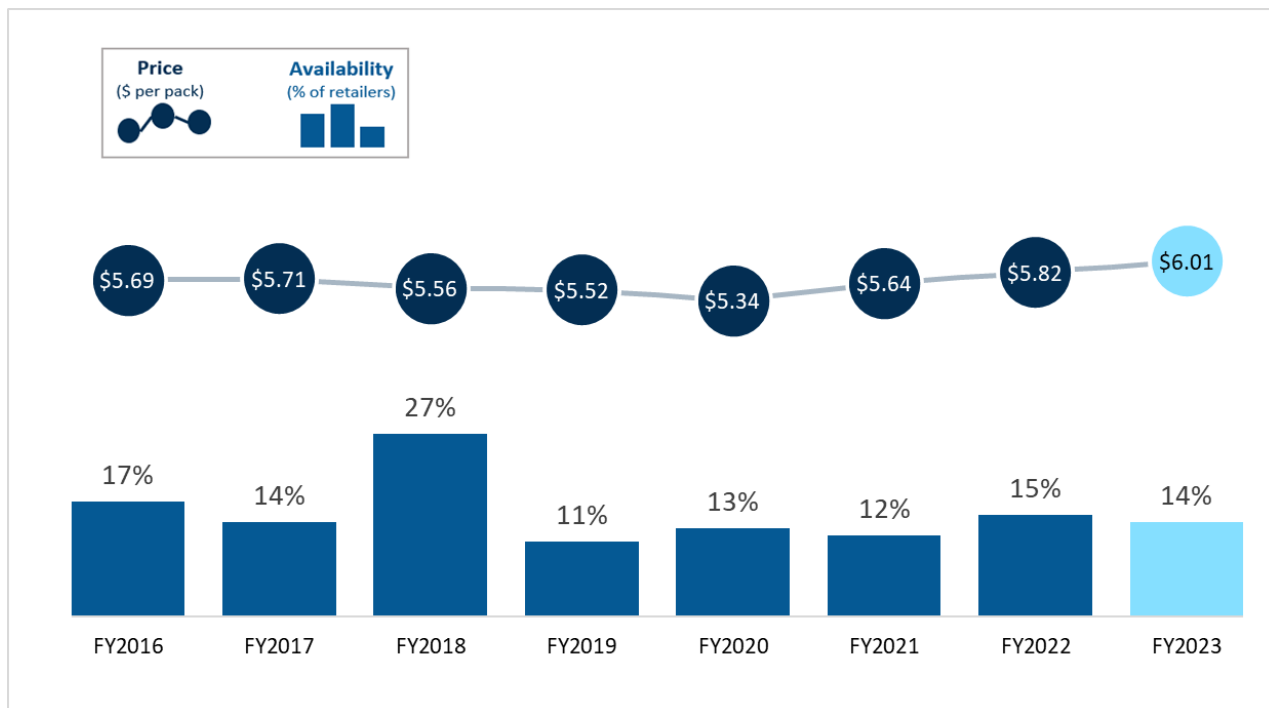
Availability and pricing of multi-pack cigars is shown in Figure 8. Multi-pack cigars are more widely available than single cigars in every year when data was collected, except for 2018. Availability of multi-packs showed small changes year-to-year moving slightly higher from 73% in FY2022 to **76%** in FY2023. The average price of a single cigar in multi-pack packaging was \$1.10 in FY2023, slightly lower than the in previous year at \$1.17. Compared to cigars sold in single packs, the unit cost of a cigar is less than half, when sold in multi-packs.

Figure 8. Overall Availability and Unit Price of Multi-Pack Cigars (all flavors), FY2016-FY2023



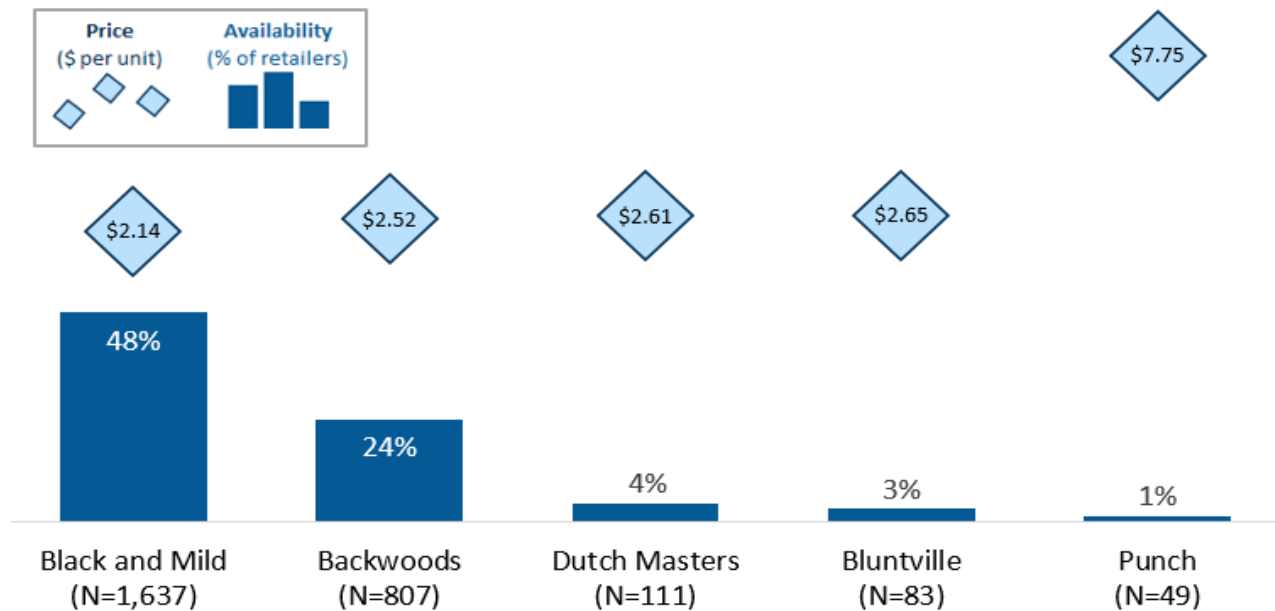
Availability and pricing of 5-pack cigars is shown in Figure 9. Although multipack cigars overall are widely available, cigars in specific packaging such as 5-packs, are found less frequently. Availability of **5-pack cigars** declined slightly from 15% in FY2022 to **14%** in FY2023, while the average price of these cigars increased from the previous year by \$0.19 (from \$5.82 to **\$6.01**).

Figure 9. Overall Availability and Price per Pack of 5-Pack Cigars (all flavors), FY2016-FY2023



The most commonly observed brand of single cigars was *Black and Mild* (available at 48% of sampled retailers), followed by *Backwoods* (24% of retailers). However, retailers sell a wide variety of single cigars of different sizes, type, flavor, and quality, each designed to appeal to a specific segment of tobacco users. The variation in price between these products is one of the indications of the different target segments.

Figure 10. Brand Specific Availability and Price of Least Expensive Single Cigars, FY2023



The most commonly observed brand of multi-pack cigars was *Game*, observed at 41% of all sampled retailers in FY2023. Several other brands were also observed, but their availability was much lower, ranging from 6% to 8% of retailers. The availability of *Game* cigars remained the same as compared to last year, while the availability of *Dutch Masters*, *Black and Mild*, and *Backwoods* decreased slightly. These four brands ranged in price from \$1.24 to \$1.56 (per cigar). The least expensive brand of multi-pack cigars (*Double Diamond*, at \$0.26) increased in availability, from 4% of retailers in FY2022 to 8% in FY2023.

Figure 11. Brand Specific Availability and Price of Least Expensive Multi-Pack Cigars, FY2023

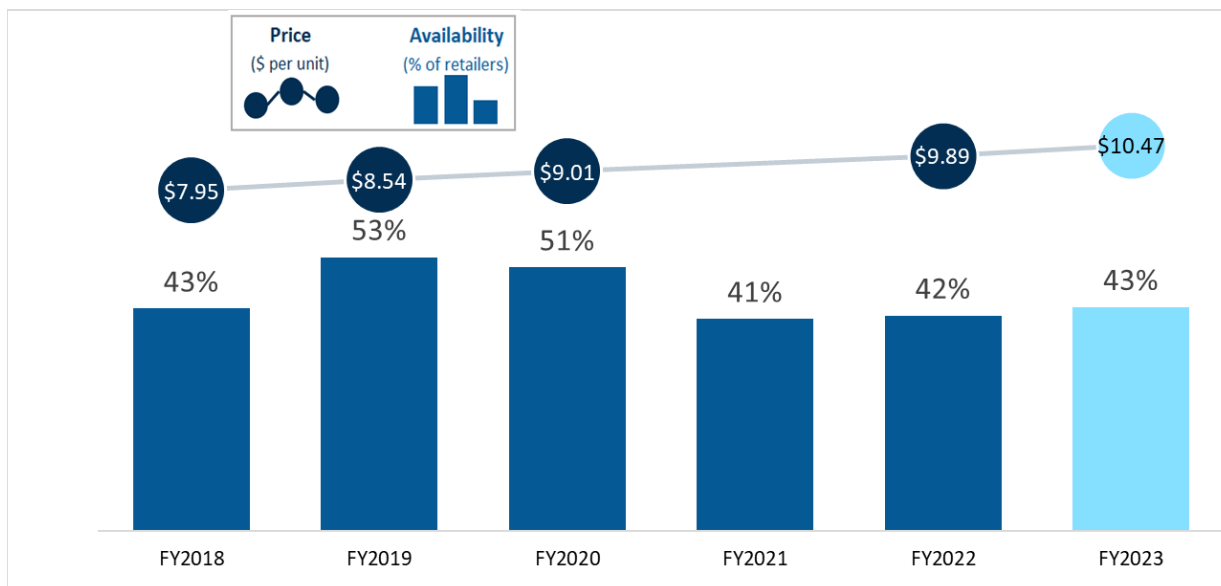


Smokeless Tobacco Availability and Pricing

Tobacco use in smokeless forms is well documented and has a long history.¹⁴ This section focuses on the availability, pricing, and brands of the cheapest chewing tobacco products observed in the pricing survey. Other types of smokeless products (i.e., snus, snuff, dissolvables) were not captured in FY2023.

In FY2023, the availability of chewing tobacco in retailers increased slightly from 42% in FY22 to 43% while the price per unit increased \$0.58 from FY2022.

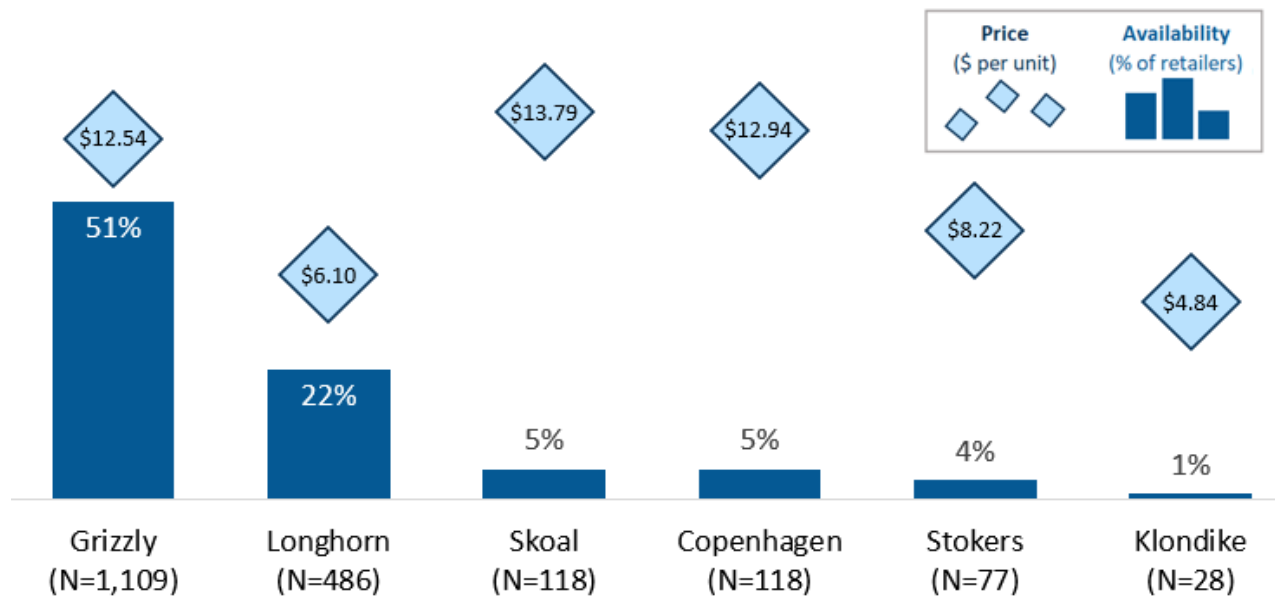
Figure 12. Overall Availability and Price per Unit of Smokeless Chewing Tobacco, FY2018-FY2023



*Price data not collected in FY2021

The most commonly observed brand of chewing tobacco was *Grizzly*, available in 51% of retailers at \$12.54 per unit. The second most available brand was *Longhorn*, available at 22% of retailers, for \$6.10 per unit. Other less widely available products included *Skoal*, *Copenhagen*, *Stokers*, and *Klondike*, available at between 1% and 5% of retailers, with a wide price range of \$4.85 to \$13.79.

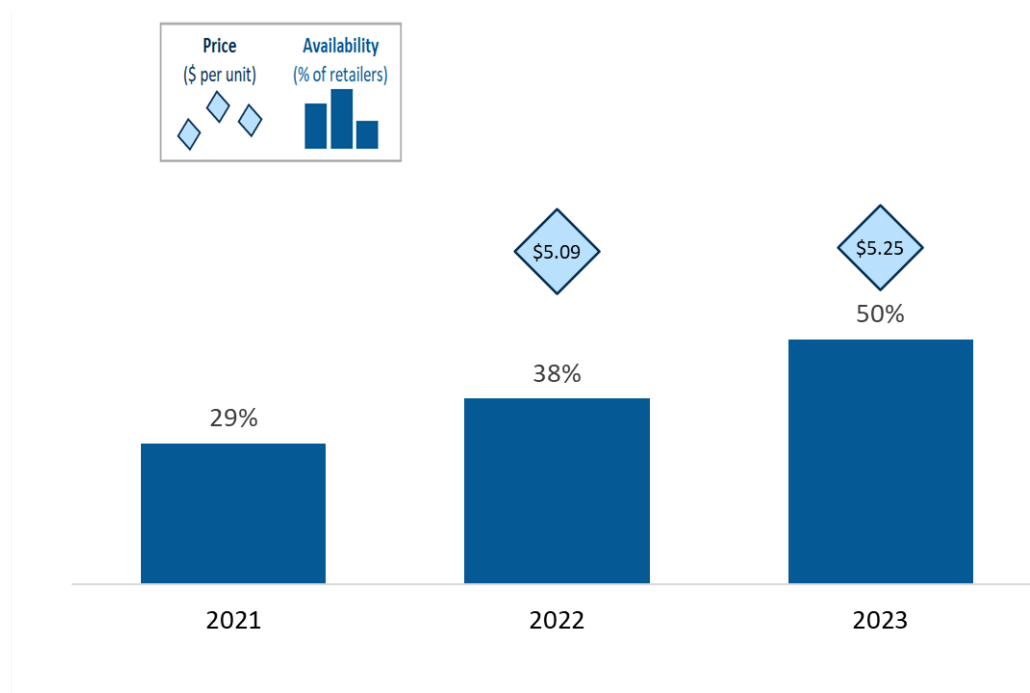
Figure 13. Brand Specific Availability of Least Expensive Chewing Tobacco, FY2023



Availability and Average Price of Nicotine Pouches

Nicotine pouches are a relatively new form of non-combustible nicotine products that are being rapidly developed and marketed, with little regulatory oversight.¹⁵ These products are less expensive than chewing tobacco, contain nicotine, and the long-term health impact of their use is largely unknown. In Massachusetts, the availability of nicotine pouches among sampled retailers increased 22% in the last three years, from 29% availability in FY2021 to 38% and 50% in FY2022 and FY2023, respectively. The average price observed for nicotine pouches increased from \$5.09 in FY2022 to \$5.25 in FY23.

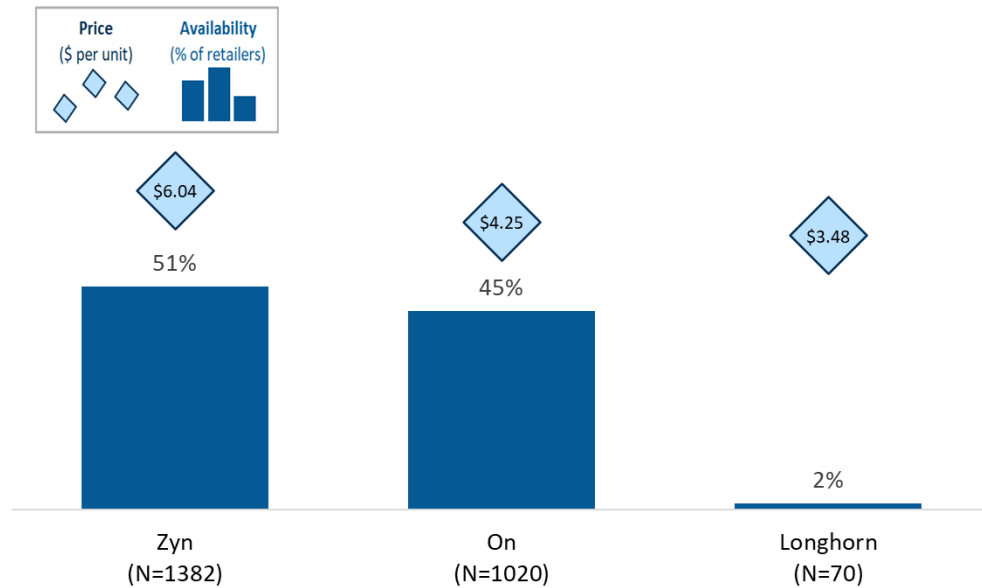
Figure 14. Overall Availability of Least Expensive Nicotine Pouches, FY2021- FY2023



*Note: Price data not collected in 2021

The most commonly observed brands of nicotine pouches in FY2023 were *Zyn* and *On*, available at 51% and 45% of retailers, respectively. All of the commonly observed brands showed a proportional increase in price from the previous year, with FY2023 prices ranging from \$3.48 (*Longhorn*) to \$6.04 (*Zyn*).

Figure 15. Brand Specific Availability of Least Expensive Nicotine Pouches, FY2023

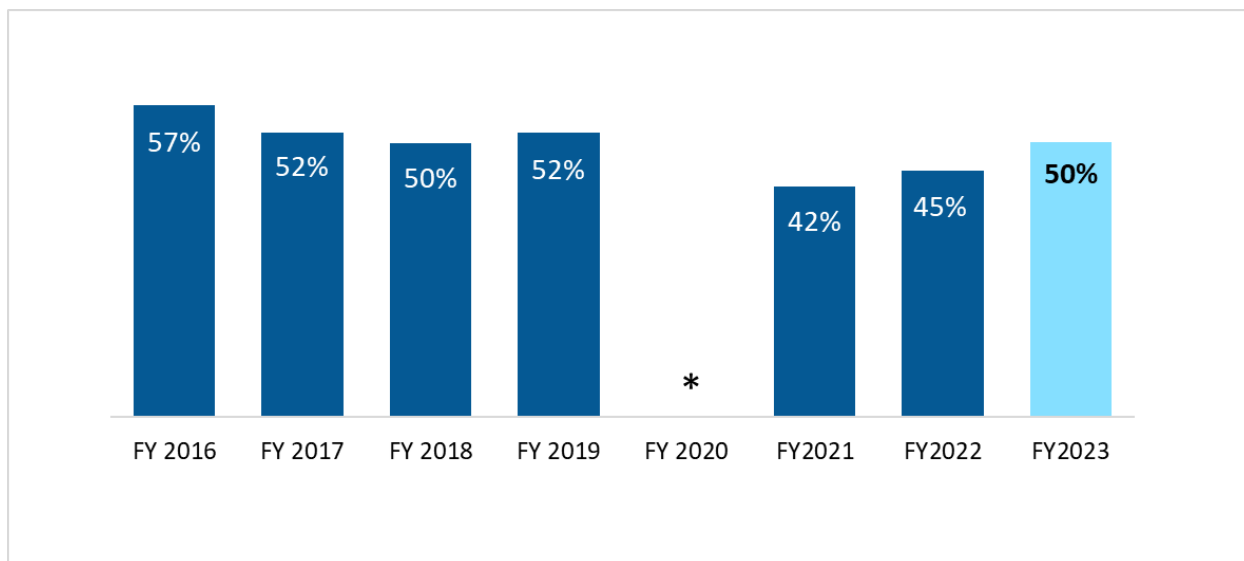


Vape Product Availability and Pricing

Vape devices, or e-cigarettes, use battery power to create vapor from a liquid that typically contains nicotine. These devices were first introduced in the US in 2007 and advertised by manufacturers as a tool to assist people in quitting cigarette smoking.¹⁶ Despite that potential benefit, the use of vape devices is highly addictive. Some products, particularly JUUL e-cigarettes, have been found to attract new users, with high rates of young people increasingly initiating tobacco use through vape products over cigarettes.¹⁷

Figure 16 shows vape product availability from FY2016 to FY2023. In FY2020, Massachusetts banned the sale of vape products for 4 months starting on September 24th 2019. Thus, no data were collected for tobacco and unflavored vape products in that fiscal year. Prior to the ban, vape products were available in over half of all retailers (between 50% and 57% in FY2016-FY2019). In FY2021, the availability dropped noticeably to 42% of retailers, and has been steadily increasing in the last three years to 50% in FY2023, almost back to the level it was prior to the ban.

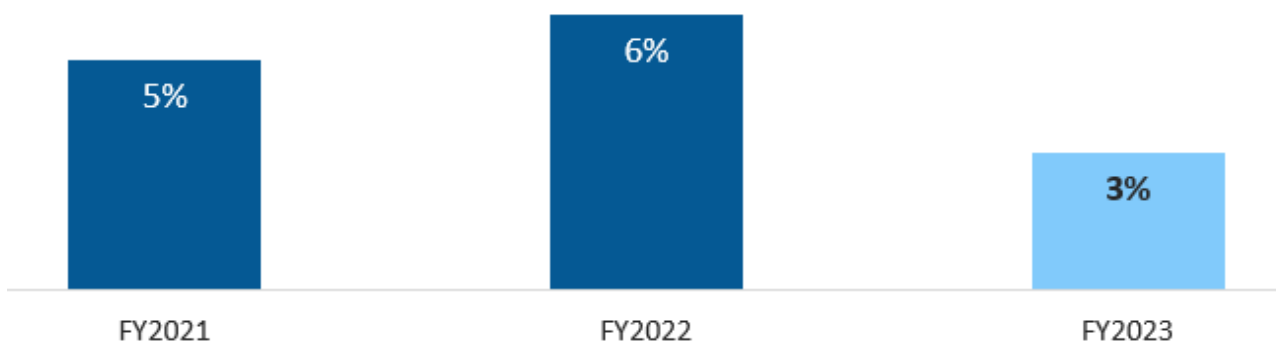
Figure 16. Annual Availability Vape Products (Any), FY2016-FY2023



*Statewide sales ban on vape products from September 24, 2019 to December 11, 2019

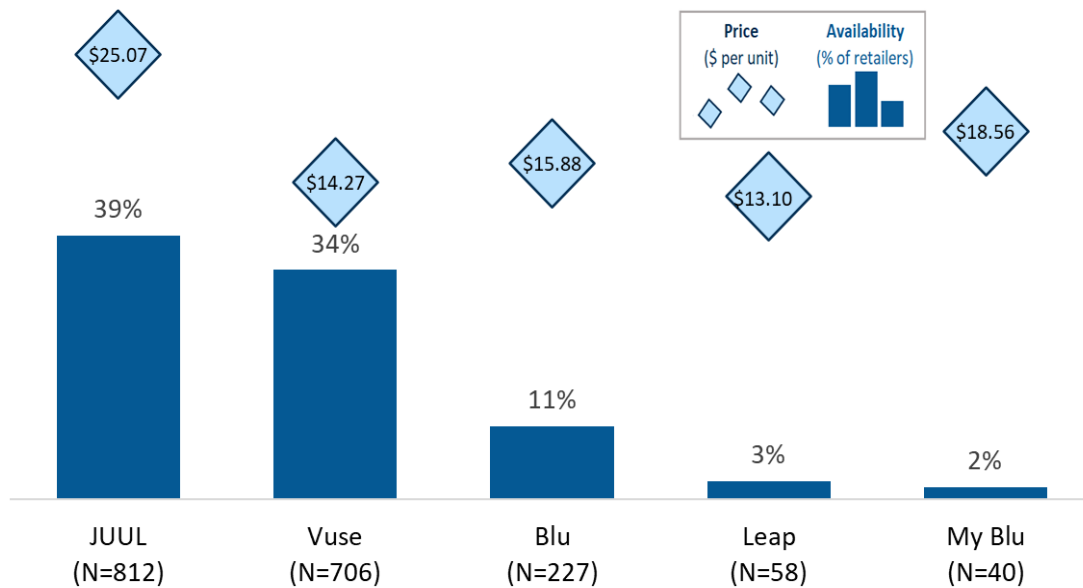
State regulations restrict the sale of vape products with concentrations greater than 35mg/ml products to specialty tobacco and vape shops (not surveyed for this report). As shown in Figure 17, overall availability of vape products in concentration greater than 35mg/ml decreased from 6% in FY22 to **3%** in FY23. In FY2023, availability of these high-concentration products at approved retailers was **39%**. Excluding these approved retailers, the availability drops to **2%**, indicating that almost all retailers are compliant with the state regulation of restricted sale of high-concentration products.

Figure 17. Availability Vape Products in Concentrations >35mg/ml, FY2020-FY2023



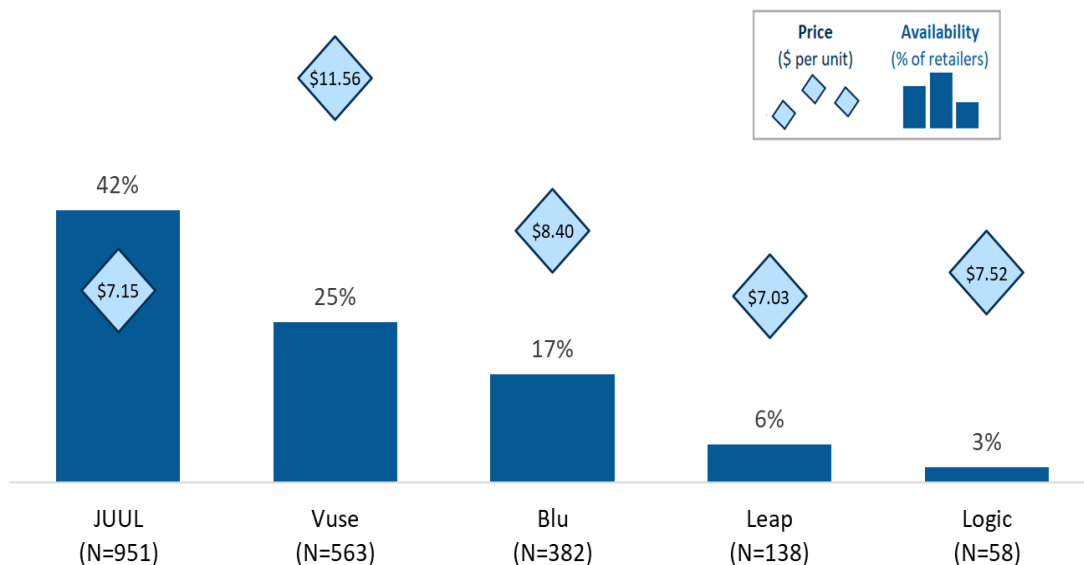
In FY2023, prices for vape pod devices varied, with the five least expensive product prices ranging from \$13.10 (*Blu*) to \$25.07 (*JUUL*) per unit. The most commonly available brand observed among the least expensive vape pod devices was *JUUL* (available at 39% of retailers), followed closely by *Vuse* (34% of retailers). *Blu* products were third most common, available at 11% of all observed retailers.

Figure 18. Brand Specific Availability and Price of Least Expensive Pod Vape Devices, FY2023



Vape pods/packs followed a similar trend, with *JUUL*, *Vuse*, and *Blu* being the three most commonly available product brands (available at 42%, 25%, and 17% of retailers in FY2023, respectively). Prices for the five least expensive vape pods/pack were slightly different to vape pod device prices, with *VUSE* brand ranking highest (\$11.56 per unit) and the other brands all priced between \$7.03 and \$8.40 per unit.

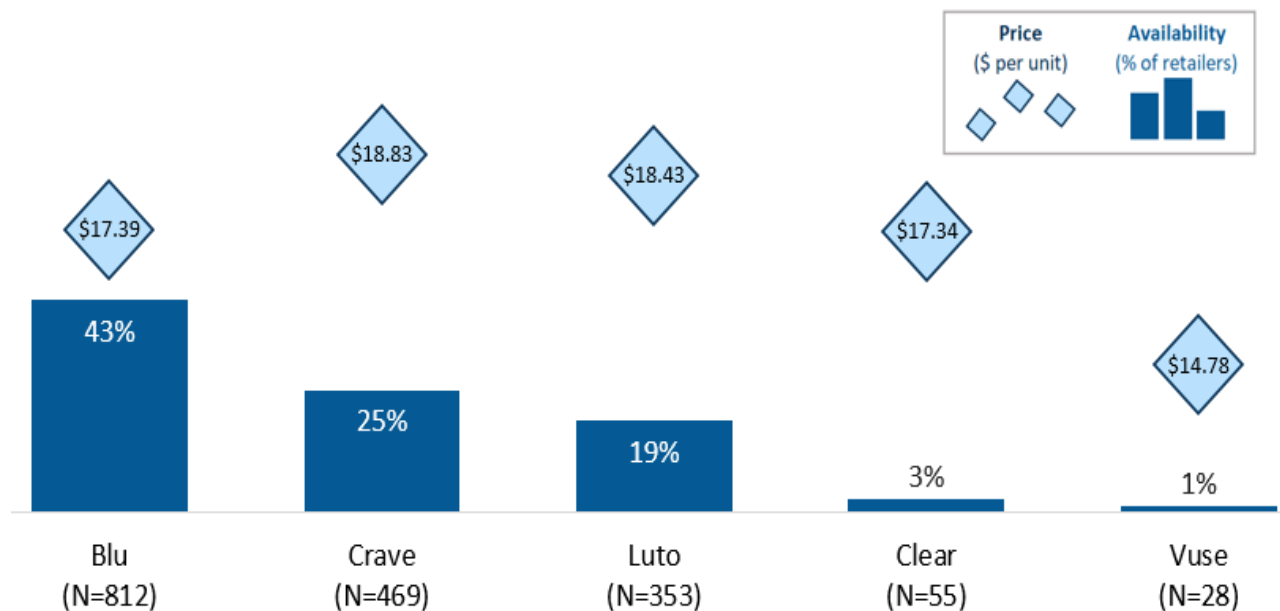
Figure 19. Brand Specific Availability of Least Expensive Vape Pod/Packs, FY2023



Disposable vape devices are also widely available throughout the state of Massachusetts. Among the five least expensive disposable vape devices observed in FY2023, *Vuse* products were the least

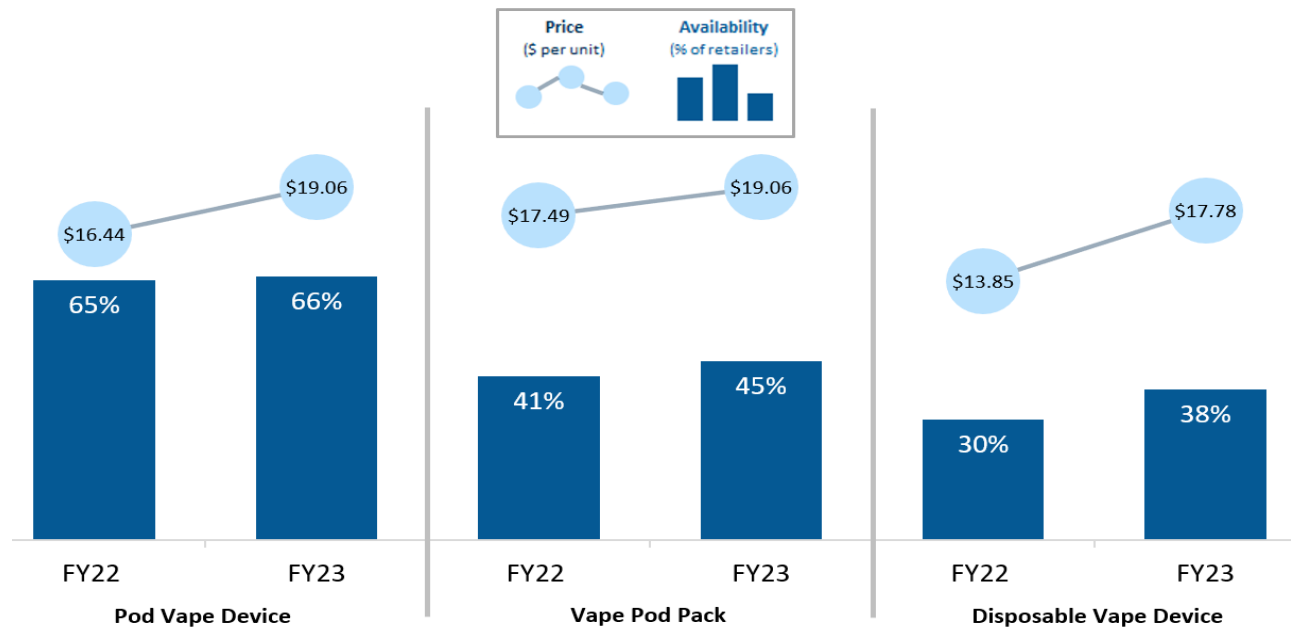
expensive option (\$14.78 per unit), but only available at about 1% of retailers. The most widely available disposable vape device products were *Blu* brand (available at 43% of retailers), followed by *Crave* (25%) and *Luto* (19%), with prices ranging from \$17.39 (*Blu*) to \$18.83 (*Crave*).

Figure 20. Brand Specific Availability of Least Expensive Disposable Vape Devices, FY2023



Looking across all vape product types (pod vape devices, vape pod packs, and disposable vape devices), pod vape devices are most commonly available and have not changed noticeably over time (65% availability in FY2022 vs. 66% in FY2023). Availability of vape pod packs and disposable vape devices have increased more noticeably in the last year, with availability of vape pod packs increasing 4% (41% to 45%) and disposable vape devices increasing 8% (30% to 38%) between FY2022 and FY2023. Similar to other tobacco products, all three types of vape devices increased in price between FY2022 and FY2023, with the largest price difference seen in disposable vape devices (\$13.85 per unit in FY2022 to \$17.78 in FY2023, an increase of \$3.93 per unit).

Figure 21. Overall Availability and Price per Unit of Vape Products, FY2023

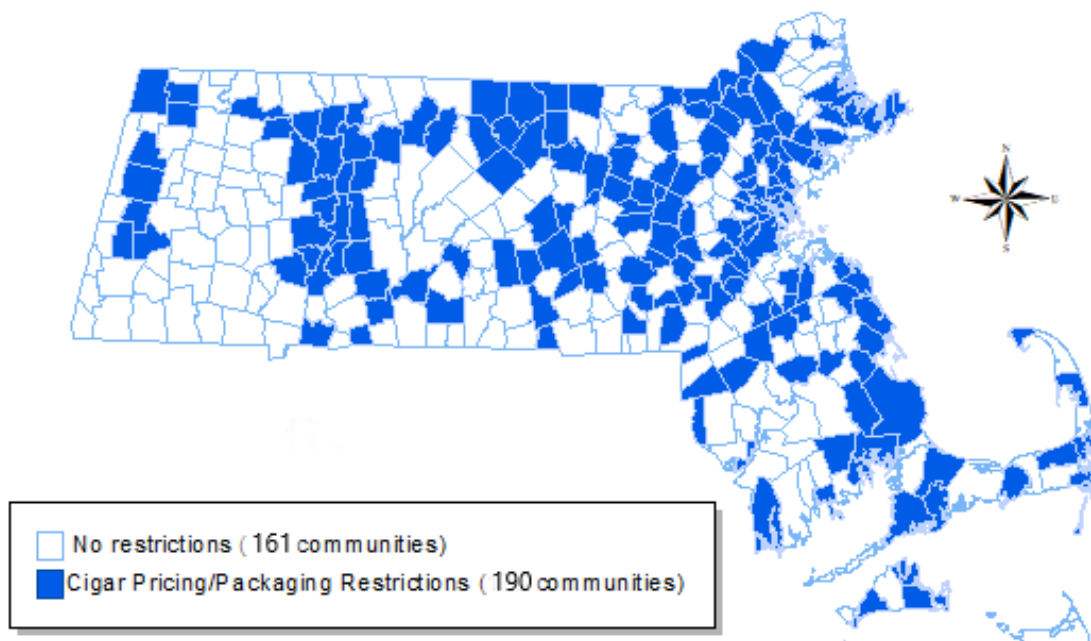


Policy Impact

Impact of cigar pricing/packaging restrictions

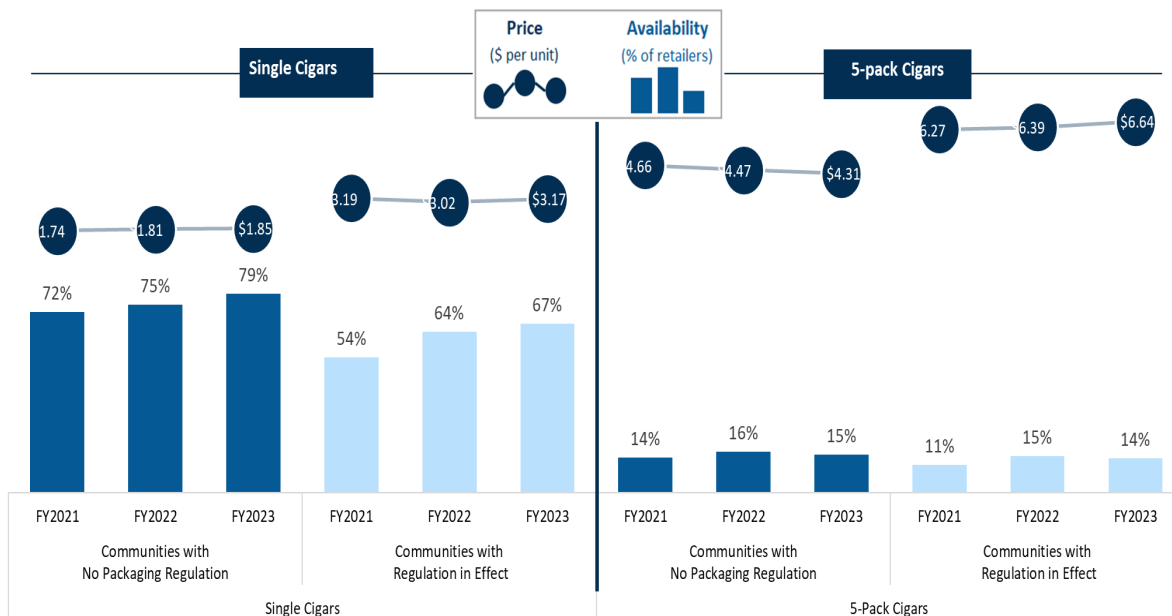
In addition to statewide policies, some cities and towns enact their own policies to impose further tobacco-related controls at the local level. These may include restrictions on the sale of single cigars by retailers or setting the minimum price by type and packing of specific tobacco products. Figure 21 shows a map of Massachusetts highlighting the regions of the state where local regulations were in effect as of June 30, 2022.

Figure 22. Geographic Distribution of Communities with Cigar Pricing/Packaging Restrictions as of June 30, 2022.



As in previous years, communities with packaging regulations were observed to have lower availability and higher sales prices of both single or 5-pack cigars. **Single cigars** were available at **79%** of retailers in cities and towns without regulations, and at **67%** of retailers in regulated cities and towns. This difference in availability was lower for **5-Pack cigars**, which were available at **15%** of retailers in areas without regulations, and at **14%** of retailers in areas with regulations. The difference in price for single cigars was observed to be **\$1.85** in cities and towns without regulations and **\$3.17** for cities and towns with regulations. For 5-pack cigars the difference was **\$4.31** vs **\$6.64**, more than \$2 higher for communities with local restrictions.

Figure 23. Overall Annual Availability and Pricing of Cigars, by Communities with and without Cigar Packaging Regulations, FY2021-FY2022



Impact of the statewide flavored tobacco restriction

On June 1, 2020, Massachusetts imposed restrictions on the sale of flavored tobacco products. Under this law, the sale of flavored cigarettes, cigars, chewing tobacco, and vaping products is prohibited in the state.¹⁸ The restriction was introduced as an addition to existing regulations aimed to reduce smoking rates in youth and young adults, who often initiate tobacco use with flavored products. Following the introduction of this restriction, all tobacco products monitored in the pricing survey experienced a sharp decrease in availability. As observed in FY2021 and FY2022, the availability of mint, menthol, and wintergreen flavors was near 0% in FY2023 for all types of tobacco products, indicating that virtually all of the sampled retailers were compliant with the statewide flavored tobacco restriction.

The availability of other flavors (excluding mint, menthol, and wintergreen) experienced a similar sharp decrease with the introduction of the restriction, however availability has not dropped to near 0%. In FY2023, cigars in other flavors were available in about 4% of sampled retailers (4.3% availability for multi-pack cigars; 3.8% for single cigars), and vape products and nicotine pouches were available at about 2% of sampled retailers. Compared to FY2022, slight increases were observed among all tobacco products except chewing tobacco, when looking at flavored products excluding mint, menthol, and wintergreen.

Figures 24 and 25 show availability trends of different tobacco products by mint, menthol, wintergreen and other flavors.

Figure 24. Overall Annual Availability of Menthol Tobacco Products, FY2020-FY2023

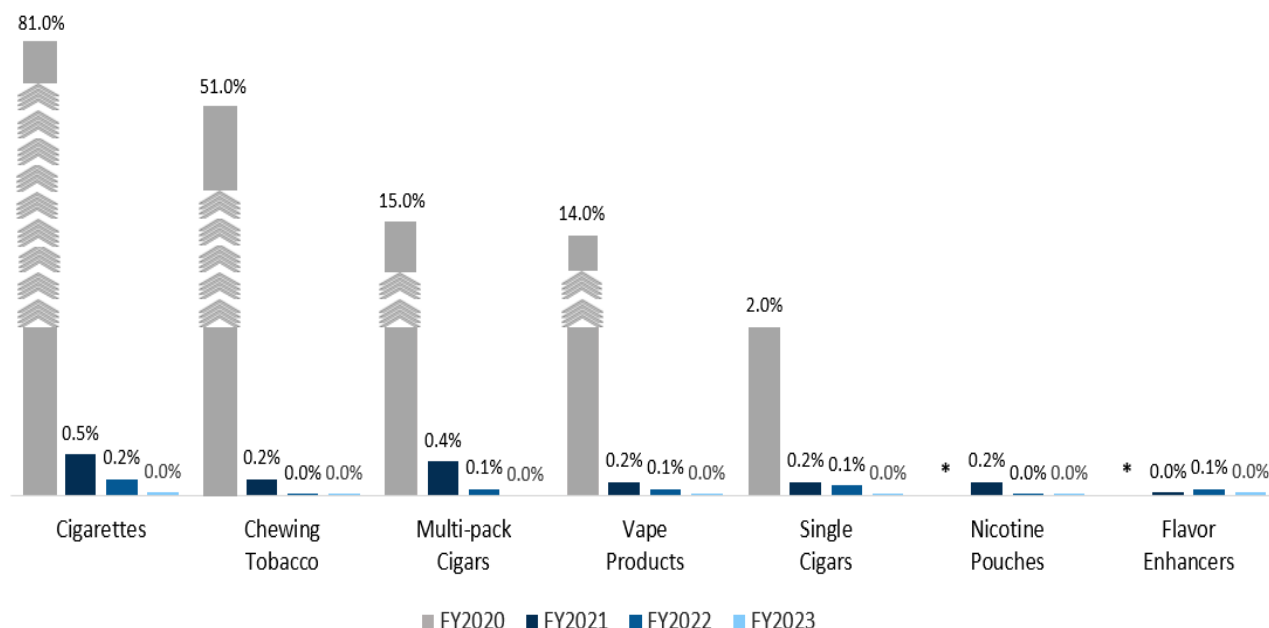
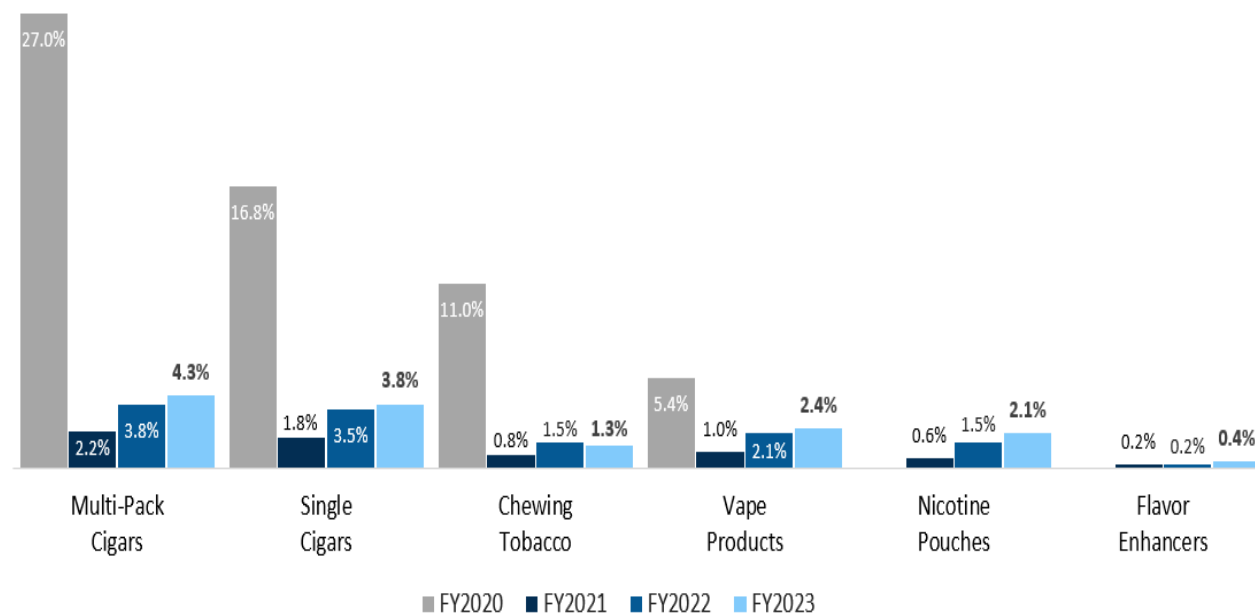


Figure 25. Overall Annual Availability of Other Flavored Tobacco Products (excluding mint, menthol, and wintergreen), FY2020-FY2023



In Massachusetts, advertising for tobacco products is restricted in public places and in the proximity of schools and playgrounds. These regulations aim to reduce visibility and exposure to tobacco products generally and provide specific protections for younger age groups. Restrictions include advertising of flavored tobacco products and advertising to young age groups at retail store locations.

Survey administrators collected information of advertising for mint, menthol, and wintergreen products within the retail location at the time of administering the survey. In FY2022, advertising for mint, menthol, and wintergreen products located anywhere in the store was observed at 59 retailers in 31

cities and towns (about 1.2% of sampled retailers). In FY2023, advertising for these products was slightly lower, observed at about 20 retailers in 18 cities and towns (about 0.4% of sampled retailers; data not shown).

Takeaways

Based on data from the FY2023 pricing survey all categories of tobacco products recorded showed an increase in availability in FY2023 in MA as compared to the previous year. The largest increase in availability was for nicotine pouches (available at 39% of retailers in FY2022, compared to 51% in FY2023), followed by vape products, from 46% to 51% (respectively). Prices of most tobacco products have increased from previous years.

Data continue to show the effectiveness of flavored policies. As observed in FY2021 and FY2022, the availability of mint, menthol, and wintergreen flavors was near 0% in FY2023 for all types of tobacco products, indicating that virtually all the sampled retailers were compliant with the statewide flavored tobacco restriction. The availability of other flavors (excluding mint, menthol, and wintergreen) experienced a similar sharp decrease with the introduction of the restriction; however availability has not stayed near 0%. In FY2023, cigars in other flavors were available in about 4% of sampled retailers.

As in previous years, communities with cigar packaging regulations were observed to have lower availability and higher sales prices. Single cigars were available at 79% of retailers in cities and towns without regulations, and at 67% of retailers in regulated cities and towns. The difference in price for single cigars was observed to be \$1.85 in cities and towns without regulations and \$3.17 for cities and towns with regulations. A similar trend was seen for 5-pack cigars.

For free cessation counseling and nicotine replacement therapy (NRT) call 1-800-QUIT-NOW, the Massachusetts Quitline for tobacco and nicotine or enroll online at <https://ma.quitlogix.org/en-US/>.

To anonymously report a flavored tobacco violation in a retailer call (800) 992-1895.

Appendix A. FY2023 Pricing Survey Availability data by Town

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
ABINGTON	22	100%	22	73%	16	82%	18	73%	16	64%	14	68%	15
ACTON	5	100%	5	80%	4	100%	5	80%	4	40%	2	60%	3
ACUSHNET	7	100%	7	57%	4	100%	7	43%	3	43%	3	57%	4
ADAMS	9	100%	9	67%	6	78%	7	67%	6	78%	7	56%	5
AGAWAM	16	100%	16	31%	5	63%	10	50%	8	50%	8	50%	8
AMESBURY	13	100%	13	85%	11	77%	10	38%	5	46%	6	62%	8
AMHERST	11	100%	11	64%	7	82%	9	45%	5	55%	6	64%	7
ANDOVER	11	100%	11	55%	6	64%	7	45%	5	36%	4	45%	5
ARLINGTON	18	100%	18	67%	12	78%	14	72%	13	61%	11	72%	13
ASHBURNHAM	5	100%	5	20%	1	80%	4	40%	2	40%	2	40%	2
ASHBY	5	100%	5	40%	2	60%	3	20%	1
ASHFIELD	1	100%	1	100%	1	100%	1	.	.	100%	1	.	.
ATHOL	14	100%	14	64%	9	86%	12	57%	8	50%	7	57%	8
ATTLEBORO	46	96%	44	37%	17	74%	34	54%	25	35%	16	54%	25
AUBURN	21	100%	21	81%	17	86%	18	71%	15	71%	15	62%	13
AVON	4	100%	4	50%	2	75%	3	50%	2	50%	2	50%	2
AYER	11	100%	11	73%	8	64%	7	36%	4	45%	5	45%	5
BARNSTABLE	39	100%	39	92%	36	82%	32	74%	29	62%	24	69%	27
BARRE	6	100%	6	83%	5	83%	5	50%	3	50%	3	67%	4
BELLINGHAM	25	96%	24	68%	17	76%	19	52%	13	48%	12	60%	15
BELMONT	14	93%	13	57%	8	64%	9	57%	8	57%	8	57%	8
BERKLEY	4	100%	4	100%	4	75%	3	50%	2	75%	3	50%	2
BERLIN	7	100%	7	57%	4	57%	4	57%	4	57%	4	57%	4
BERNARDSTON	1	100%	1
BEVERLY	8	100%	8	63%	5	75%	6	63%	5	63%	5	63%	5

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
BILLERICA	33	100%	33	36%	12	61%	20	30%	10	39%	13	48%	16
BLACKSTONE	10	100%	10	100%	10	100%	10	.	.	30%	3	40%	4
BOLTON	2	100%	2	50%	1	50%	1	.	.	50%	1	50%	1
BOSTON	588	99%	580	77%	451	83%	487	49%	287	32%	186	44%	256
BOURNE	23	100%	23	70%	16	83%	19	74%	17	70%	16	70%	16
BRAINTREE	28	96%	27	64%	18	75%	21	64%	18	57%	16	64%	18
BREWSTER	4	100%	4	75%	3	50%	2	50%	2	50%	2	50%	2
BRIDGEWATER	17	100%	17	65%	11	82%	14	59%	10	65%	11	65%	11
BROCKTON	99	99%	98	78%	77	88%	87	46%	46	32%	32	40%	40
BROOKFIELD	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
BROOKLINE	17	100%	17	65%	11	71%	12	59%	10	41%	7	59%	10
BUCKLAND	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
BURLINGTON	16	100%	16	56%	9	6%	1	19%	3	31%	5	.	.
CAMBRIDGE	68	100%	68	54%	37	69%	47	59%	40	35%	24	49%	33
CANTON	18	89%	16	94%	17	83%	15	6%	1	61%	11	72%	13
CARVER	16	94%	15	31%	5	56%	9	44%	7	50%	8	44%	7
CHARLEMONT	2	100%	2	100%	2	100%	2	50%	1	50%	1	50%	1
CHATHAM	8	100%	8	75%	6	63%	5	50%	4	75%	6	75%	6
CHELMSFORD	21	100%	21	48%	10	52%	11	38%	8	52%	11	52%	11
CHELSEA	42	100%	42	69%	29	90%	38	55%	23	26%	11	45%	19
CHESHIRE	4	100%	4	75%	3	75%	3	75%	3	75%	3	75%	3
CHICOPEE	5	100%	3	100%	3	100%	3	33%	1
CHILMARK	2	100%	2
CLINTON	16	100%	16	50%	8	75%	12	44%	7	38%	6	50%	8
COHASSET	6	100%	6	67%	4	67%	4	50%	3	50%	3	50%	3
COLRAIN	1	100%	1	100%	1	100%	1	.	.	100%	1	.	.
CONCORD	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
CONWAY	1	100%	1	100%	1

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
DALTON	5	100%	5	100%	5	100%	5	60%	3	60%	3	60%	3
DANVERS	25	88%	22	68%	17	60%	15	52%	13	48%	12	64%	16
DARTMOUTH	1	.	.	100%	1
DEDHAM	19	100%	19	58%	11	74%	14	5%	1	47%	9	53%	10
DEERFIELD	6	100%	6	67%	4	67%	4	67%	4	67%	4	83%	5
DENNIS	17	94%	16	82%	14	59%	10	47%	8	41%	7	53%	9
DIGHTON	7	100%	7	86%	6	100%	7	86%	6	57%	4	100%	7
DOVER	2	100%	2	100%	2	100%	2	50%	1	50%	1	50%	1
DRACUT	24	96%	23	67%	16	92%	22	58%	14	25%	6	67%	16
DUDLEY	10	100%	10	60%	6	60%	6	40%	4	20%	2	20%	2
DUNSTABLE	1	100%	1	100%	1	100%	1	.	.	100%	1	100%	1
DUXBURY	7	100%	7	86%	6	86%	6	43%	3	57%	4	71%	5
EAST BRIDGEWATER	13	100%	13	77%	10	92%	12	54%	7	69%	9	69%	9
EAST LONGMEADOW	14	86%	12	71%	10	71%	10	43%	6	50%	7	50%	7
EASTHAM	5	100%	5	100%	5	80%	4	80%	4	60%	3	60%	3
EASTHAMPTON	13	100%	13	38%	5	77%	10	54%	7	69%	9	62%	8
EASTON	18	100%	18	44%	8	61%	11	61%	11	56%	10	56%	10
EDGARTOWN	9	89%	8	44%	4	56%	5	33%	3	56%	5	56%	5
EGREMONT	2	100%	2
ERVING	1	100%	1	100%	1	100%	1	.	.	100%	1	.	.
ESSEX	3	100%	3	33%	1	100%	3	100%	3	100%	3	100%	3
EVERETT	55	96%	53	67%	37	78%	43	53%	29	31%	17	44%	24
FAIRHAVEN	16	100%	16	38%	6	75%	12	69%	11	50%	8	63%	10
FALL RIVER	118	97%	114	78%	92	81%	95	59%	70	25%	29	36%	43
FALMOUTH	31	100%	31	68%	21	87%	27	74%	23	68%	21	81%	25
FITCHBURG	43	100%	43	65%	28	81%	35	49%	21	40%	17	58%	25
FOXBOROUGH	12	100%	12	83%	10	75%	9	58%	7	58%	7	58%	7

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
FRAMINGHAM	5	100%	5	80%	4	100%	5	100%	5	60%	3	40%	2
FRANKLIN	21	100%	21	62%	13	81%	17	71%	15	62%	13	76%	16
FREETOWN	8	100%	8	88%	7	100%	8	75%	6	63%	5	88%	7
GARDNER	18	100%	18	94%	17	100%	18	78%	14	83%	15	78%	14
GEORGETOWN	5	100%	5	100%	5	20%	1	.	.	40%	2	.	.
GILL	2	100%	2	.	.	50%	1	.	.	50%	1	50%	1
GLOUCESTER	28	100%	28	46%	13	75%	21	54%	15	50%	14	54%	15
GRANBY	4	100%	4	75%	3	100%	4	75%	3	75%	3	50%	2
GREAT BARRINGTON	10	100%	10	90%	9	90%	9	60%	6	60%	6	60%	6
GREENFIELD	21	100%	21	48%	10	71%	15	62%	13	52%	11	52%	11
GROTON	7	100%	7	57%	4	86%	6	57%	4	71%	5	71%	5
GROVELAND	3	100%	3	100%	3	33%	1
HADLEY	7	100%	7	86%	6	86%	6	29%	2	57%	4	71%	5
HALIFAX	6	100%	6	100%	6	100%	6	83%	5	83%	5	100%	6
HAMILTON	5	100%	5	60%	3	80%	4	60%	3	60%	3	80%	4
HANOVER	20	100%	20	70%	14	75%	15	55%	11	55%	11	60%	12
HANSON	6	100%	6	83%	5	100%	6	83%	5	50%	3	100%	6
HARVARD	1
HARWICH	11	100%	11	27%	3	64%	7	64%	7	64%	7	55%	6
HATFIELD	2	100%	2	50%	1	100%	2	.	.	100%	2	100%	2
HAVERHILL	52	98%	51	63%	33	87%	45	44%	23	42%	22	50%	26
HINGHAM	14	100%	14	57%	8	71%	10	50%	7	50%	7	64%	9
HINSDALE	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
HOLBROOK	14	100%	14	43%	6	57%	8	57%	8	36%	5	29%	4
HOLDEN	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
HOLLISTON	10	90%	9	40%	4	70%	7	20%	2	30%	3	40%	4
HOLYOKE	8	88%	7	75%	6	100%	8	63%	5	75%	6	50%	4

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
HOPEDALE	3	67%	2	100%	3	100%	3	100%	3	67%	2	67%	2
HOPKINTON	7	100%	7	29%	2	57%	4	43%	3	43%	3	43%	3
HUBBARDSTON	2	100%	2	50%	1	100%	2	50%	1	100%	2	50%	1
HUDSON	16	100%	16	56%	9	6%	1	6%	1	19%	3	6%	1
HULL	9	100%	9	89%	8	89%	8	22%	2	56%	5	78%	7
IPSWICH	8	100%	8	38%	3	50%	4	50%	4	50%	4	38%	3
KINGSTON	16	100%	16	81%	13	94%	15	69%	11	75%	12	81%	13
LAKEVILLE	6	100%	6	100%	6	100%	6	67%	4	67%	4	83%	5
LANCASTER	4	100%	4	75%	3	100%	4	100%	4	100%	4	75%	3
LANESBOROUGH	5	80%	4	60%	3	60%	3	80%	4	60%	3	40%	2
LAWRENCE	96	94%	90	81%	78	90%	86	15%	14	15%	14	14%	13
LEE	11	100%	11	82%	9	82%	9	64%	7	73%	8	82%	9
LENOX	5	80%	4	80%	4	40%	2	40%	2	60%	3	40%	2
LEOMINSTER	35	97%	34	63%	22	89%	31	54%	19	49%	17	63%	22
LEXINGTON	12	100%	12	75%	9	17%	2	33%	4	33%	4	8%	1
LINCOLN	1	100%	1
LITTLETON	10	100%	10	50%	5	60%	6	40%	4	60%	6	50%	5
LONGMEADOW	7	86%	6	43%	3	43%	3	.	.	29%	2	43%	3
LOWELL	105	98%	103	53%	56	70%	73	33%	35	29%	30	35%	37
LUDLOW	15	100%	15	60%	9	93%	14	47%	7	80%	12	73%	11
LUNENBURG	10	100%	9	78%	7	100%	9	56%	5	56%	5	89%	8
LYNN	117	98%	115	76%	89	91%	106	48%	56	26%	30	42%	49
LYNNFIELD	5	100%	5	80%	4	100%	5	100%	5	60%	3	80%	4
MALDEN	47	98%	46	66%	31	79%	37	11%	5	19%	9	32%	15
MANCHESTER	2	100%	2	50%	1	50%	1	50%	1	50%	1	50%	1
MANSFIELD	21	100%	21	81%	17	86%	18	71%	15	67%	14	67%	14
MARBLEHEAD	6	100%	6	50%	3	50%	3	50%	3	50%	3	50%	3
MARION	5	100%	5	20%	1	20%	1	20%	1	20%	1	20%	1

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
MARLBOROUGH	25	100%	25	64%	16	4%	1	28%	7	24%	6	.	.
MARSHFIELD	15	100%	15	93%	14	87%	13	73%	11	73%	11	80%	12
MASHPEE	12	92%	11	50%	6	75%	9	83%	10	75%	9	75%	9
MATTAPOISETT	6	100%	6	83%	5	83%	5	50%	3	83%	5	67%	4
MAYNARD	8	100%	8	63%	5	75%	6	50%	4	50%	4	50%	4
MEDFIELD	6	100%	6	33%	2	50%	3	50%	3	50%	3	50%	3
MEDFORD	45	96%	43	60%	27	69%	31	53%	24	38%	17	56%	25
MEDWAY	10	100%	10	70%	7	80%	8	60%	6	40%	4	60%	6
MELROSE	10	100%	10	90%	9	90%	9	70%	7	80%	8	90%	9
MENDON	6	100%	6	67%	4	100%	6	33%	2	83%	5	83%	5
MERRIMAC	3	100%	3	67%	2	33%	1	.	.
METHUEN	37	97%	36	49%	18	59%	22	38%	14	35%	13	30%	11
MIDDLEBOROUGH	23	96%	22	65%	15	74%	17	74%	17	61%	14	70%	16
MIDDLETON	12	83%	10	50%	6	83%	10	67%	8	42%	5	75%	9
MILFORD	29	97%	28	24%	7	76%	22	55%	16	45%	13	55%	16
MILLBURY	1	100%	1	100%	1	100%	1
MILLIS	8	100%	8	25%	2	75%	6	75%	6	38%	3	75%	6
MILTON	9	100%	9	78%	7	78%	7	44%	4	78%	7	78%	7
MONSON	4	100%	4	50%	2	100%	4	75%	3	75%	3	75%	3
NAHANT	2	100%	2	100%	2	100%	2	100%	2	100%	2	50%	1
NANTUCKET	17	100%	17	35%	6	47%	8	35%	6	35%	6	41%	7
NATICK	14	100%	14	79%	11	7%	1	.	.	36%	5	.	.
NEEDHAM	1	100%	1	100%	1	100%	1	.	.	100%	1	100%	1
NEW BEDFORD	124	98%	121	85%	105	87%	108	64%	79	22%	27	39%	48
NEW SALEM	1	100%	1	100%	1	100%	1
NEWBURY	5	100%	5	80%	4	40%	2	20%	1	40%	2	20%	1
NEWBURYPORT	12	100%	12	33%	4	67%	8	58%	7	50%	6	58%	7
NEWTON	12	100%	12	42%	5	8%	1	25%	3	33%	4	17%	2

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
NORFOLK	5	100%	5	80%	4	80%	4	40%	2	60%	3	60%	3
NORTH ADAMS	10	100%	10	80%	8	90%	9	60%	6	60%	6	50%	5
NORTH ANDOVER	12	100%	12	33%	4	58%	7	17%	2	50%	6	42%	5
NORTH ATTLEBORO	15	100%	15	60%	9	67%	10	53%	8	60%	9	60%	9
NORTH READING	13	92%	12	77%	10	62%	8	46%	6	46%	6	46%	6
NORTHAMPTON	22	86%	19	68%	15	82%	18	73%	16	73%	16	59%	13
NORTHBOROUGH	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
NORTHBRIDGE	11	100%	10	70%	7	80%	8	80%	8	70%	7	70%	7
NORTHFIELD	2	100%	2	50%	1	50%	1
NORTON	13	77%	10	38%	5	69%	9	54%	7	46%	6	54%	7
NORWELL	7	100%	7	86%	6	86%	6	86%	6	71%	5	71%	5
NORWOOD	31	100%	31	58%	18	77%	24	10%	3	52%	16	61%	19
OAK BLUFFS	6	100%	6	33%	2	67%	4	.	.	50%	3	50%	3
ORANGE	8	88%	7	100%	8	100%	8	75%	6	88%	7	100%	8
ORLEANS	5	100%	5	40%	2	60%	3	60%	3	60%	3	60%	3
OTIS	2	100%	2
PALMER	13	100%	13	54%	7	77%	10	62%	8	69%	9	69%	9
PEABODY	28	100%	28	75%	21	86%	24	54%	15	50%	14	61%	17
PEMBROKE	18	100%	18	94%	17	89%	16	61%	11	67%	12	78%	14
PEPPERELL	5	100%	5	60%	3	60%	3	40%	2	40%	2	40%	2
PETERSHAM	1	100%	1	.	.	100%	1	.	.	100%	1	.	.
PHILLIPSTON	2	100%	2	50%	1	50%	1	50%	1	50%	1	50%	1
PITTSFIELD	40	100%	40	83%	33	93%	37	55%	22	63%	25	53%	21
PLAINVILLE	12	100%	12	50%	6	75%	9	50%	6	75%	9	75%	9
PLYMOUTH	34	100%	34	59%	20	74%	25	56%	19	47%	16	59%	20
PLYMPTON	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
PRINCETON	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
PROVINCETOWN	10	100%	10	20%	2	70%	7	30%	3	30%	3	30%	3
QUINCY	72	99%	71	69%	50	78%	56	61%	44	53%	38	65%	47
RANDOLPH	38	97%	37	74%	28	79%	30	61%	23	42%	16	58%	22
RAYNHAM	19	100%	19	79%	15	84%	16	63%	12	58%	11	63%	12
READING	12	100%	12	75%	9	17%	2	25%	3	50%	6	17%	2
REHOBOTH	8	75%	6	88%	7	63%	5	50%	4	38%	3	50%	4
REVERE	41	100%	41	76%	31	85%	35	68%	28	41%	17	46%	19
ROCHESTER	1	100%	1	100%	1	100%	1	100%	1	.	.	100%	1
ROCKLAND	19	100%	19	74%	14	95%	18	68%	13	63%	12	74%	14
ROCKPORT	2	100%	2	50%	1	100%	2	50%	1	100%	2	100%	2
ROWLEY	7	86%	6	71%	5	71%	5	29%	2	43%	3	43%	3
SALEM	50	98%	49	64%	32	90%	45	64%	32	46%	23	66%	33
SALISBURY	9	100%	9	33%	3	56%	5	22%	2	33%	3	56%	5
SANDWICH	14	100%	14	71%	10	79%	11	79%	11	79%	11	64%	9
SAUGUS	26	96%	25	65%	17	85%	22	73%	19	62%	16	65%	17
SCITUATE	11	100%	11	64%	7	64%	7	45%	5	45%	5	55%	6
SEEKONK	21	95%	20	81%	17	86%	18	81%	17	57%	12	71%	15
SHARON	5	100%	5	80%	4	60%	3	40%	2	40%	2	40%	2
SHEFFIELD	2	100%	2	100%	2	100%	2	.	.	50%	1	.	.
SHELBURNE	4	100%	4	.	.	25%	1	.	.	75%	3	25%	1
SHIRLEY	4	100%	4	75%	3	100%	4	50%	2	75%	3	75%	3
SHREWSBURY	3	67%	2	67%	2	67%	2	100%	3	67%	2	67%	2
SOMERSET	24	100%	24	63%	15	75%	18	58%	14	46%	11	50%	12
SOMERVILLE	67	100%	67	52%	35	70%	47	10%	7	36%	24	45%	30
SOUTH HADLEY	10	100%	10	40%	4	90%	9	10%	1	60%	6	70%	7
SOUTHAMPTON	5	100%	5	40%	2	80%	4	40%	2	80%	4	40%	2
SOUTHBOROUGH	7	100%	7	71%	5	.	.	14%	1	43%	3	29%	2
SOUTHBRIDGE	2	100%	2	100%	2	100%	2	100%	2	100%	2	50%	1

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
SOUTHWICK	10	100%	10	70%	7	90%	9	40%	4	40%	4	50%	5
SPENCER	1	100%	1
SPRINGFIELD	188	97%	179	90%	165	91%	167	38%	69	29%	54	32%	58
STERLING	1	100%	1	.	.	100%	1	100%	1	100%	1	100%	1
STOCKBRIDGE	2	100%	2	100%	2	50%	1	50%	1	50%	1	50%	1
STONEHAM	1	100%	1	.	.	100%	1	100%	1	100%	1	100%	1
STOUGHTON	32	100%	32	66%	21	78%	25	72%	23	59%	19	69%	22
STOW	3	100%	3	100%	3	67%	2	67%	2	67%	2	67%	2
STURBRIDGE	10	100%	10	70%	7	60%	6	50%	5	60%	6	50%	5
SUDBURY	5	100%	5	80%	4	.	.	20%	1	60%	3	.	.
SUNDERLAND	4	100%	4	100%	4	100%	4	50%	2	75%	3	100%	4
SUTTON	6	83%	5	83%	5	83%	5	83%	5	50%	3	83%	5
SWAMPSCOTT	8	100%	8	63%	5	50%	4	50%	4	50%	4	50%	4
SWANSEA	19	95%	18	68%	13	68%	13	53%	10	42%	8	53%	10
TAUNTON	55	95%	52	78%	43	82%	45	69%	38	35%	19	60%	33
TEMPLETON	5	100%	5	80%	4	100%	5	40%	2	40%	2	40%	2
TEWKSBURY	23	91%	21	57%	13	70%	16	70%	16	52%	12	57%	13
TISBURY	4	100%	4	50%	2	50%	2	50%	2	50%	2	50%	2
TOPSFIELD	4	100%	4	50%	2	50%	2	25%	1	25%	1	25%	1
TOWNSEND	6	100%	6	50%	3	67%	4	33%	2	50%	3	50%	3
TRURO	4	100%	4	50%	2	50%	2
TYNGSBOROUGH	7	100%	7	71%	5	.	.	14%	1	29%	2	.	.
UPTON	5	100%	5	60%	3	60%	3	20%	1	40%	2	40%	2
UXBRIDGE	12	100%	12	75%	9	100%	12	100%	12	75%	9	92%	11
WAKEFIELD	23	96%	22	74%	17	87%	20	65%	15	65%	15	74%	17
WALPOLE	19	94%	17	61%	11	78%	14	44%	8	44%	8	61%	11
WALTHAM	15	100%	15	53%	8	13%	2	20%	3	27%	4	13%	2
WAREHAM	30	100%	30	63%	19	87%	26	77%	23	70%	21	67%	20

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
WARREN	4	100%	4	75%	3	75%	3	50%	2	75%	3	75%	3
WATERTOWN	29	93%	27	41%	12	79%	23	55%	16	48%	14	55%	16
WAYLAND	8	100%	8	63%	5	.	.	13%	1	25%	2	.	.
WEBSTER	17	100%	16	88%	14	94%	15	69%	11	44%	7	38%	6
WELLFLEET	6	100%	6	50%	3	50%	3	33%	2	17%	1	17%	1
WENDELL	1	100%	1
WENHAM	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
WEST BOYLSTON	9	100%	9	56%	5	67%	6	56%	5	33%	3	56%	5
WEST BRIDGEWATER	15	100%	15	73%	11	87%	13	60%	9	47%	7	60%	9
WEST BROOKFIELD	4	100%	4	100%	4	100%	4	75%	3	75%	3	75%	3
WEST SPRINGFIELD	28	96%	27	79%	22	86%	24	68%	19	71%	20	75%	21
WEST STOCKBRIDGE	2	100%	2	50%	1	50%	1
WESTBOROUGH	16	94%	15	88%	14	88%	14	69%	11	50%	8	69%	11
WESTFIELD	4	100%	4	100%	4	100%	4	75%	3	75%	3	100%	4
WESTFORD	16	100%	16	56%	9	13%	2	25%	4	31%	5	6%	1
WESTMINSTER	6	100%	6	50%	3	50%	3	33%	2	50%	3	33%	2
WESTPORT	18	94%	17	28%	5	72%	13	44%	8	39%	7	50%	9
WESTWOOD	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
WEYMOUTH	57	98%	56	53%	30	79%	45	61%	35	51%	29	70%	40
WHATELY	3	100%	3	.	.	100%	3	67%	2	67%	2	67%	2
WHITMAN	13	100%	13	77%	10	100%	13	77%	10	77%	10	85%	11
WILBRAHAM	7	100%	7	43%	3	86%	6	71%	5	71%	5	71%	5
WILLIAMSTOWN	6	100%	6	67%	4	50%	3	33%	2	50%	3	17%	1
WILMINGTON	12	100%	12	67%	8	.	.	17%	2	33%	4	.	.
WINCHENDON	8	100%	8	75%	6	88%	7	38%	3	50%	4	63%	5

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
OVERALL	5041	98%	4917	68%	3407	76%	3848	50%	2528	43%	2184	50%	2525
WINCHESTER	5	100%	5	20%	1	80%	4	60%	3	80%	4	80%	4
WINDSOR	2	100%	2	50%	1	100%	2	.	.	50%	1	.	.
WINTHROP	10	100%	10	40%	4	50%	5	40%	4	40%	4	40%	4
WOBURN	33	97%	32	39%	13	.	.	18%	6	18%	6	6%	2
WORCESTER	175	97%	162	74%	123	88%	147	60%	101	46%	76	59%	98
WRENTHAM	8	100%	8	75%	6	75%	6	63%	5	63%	5	63%	5
YARMOUTH	19	100%	19	47%	9	84%	16	63%	12	63%	12	53%	10

Appendix B. Average Price of Tobacco Products, Pricing Survey FY2023

CITY/TOWN	Retailer Count	<i>Marlboro</i> (average price)	<i>Newport</i> (average price)	Cheapest Cigarette Brand (average price)	Single Cigar (average price)	Unit Price Multi-Pack Cigars (average price)	Unit Price Cheapest Vape Pod Pack (average price)
Overall	5041	\$12.06	\$11.15	\$8.36	\$2.79	\$1.10	\$8.57
ABINGTON	22	\$11.88	\$10.85	\$7.85	\$3.07	\$1.09	\$9.17
ACTON	5	\$11.84	\$11.37	\$8.57	\$4.06	\$0.90	\$7.51
ACUSHNET	7	\$11.39	\$10.57	\$7.51	\$1.49	\$0.74	\$8.54
ADAMS	9	\$11.91	\$11.07	\$7.96	\$2.43	\$1.17	\$8.46
AGAWAM	16	\$11.69	\$10.80	\$8.15	\$3.35	\$1.18	\$8.31
AMESBURY	13	\$12.36	\$11.28	\$9.03	\$1.94	\$0.91	\$9.68
AMHERST	11	\$12.34	\$10.99	\$8.44	\$3.72	\$1.34	\$10.16
ANDOVER	11	\$12.67	\$11.49	\$9.59	\$2.26	\$1.35	\$8.64
ARLINGTON	18	\$12.01	\$11.00	\$8.77	\$2.71	\$1.07	\$9.22
ASHBURNHAM	5	\$13.10	\$11.83	\$9.35	\$2.50	\$1.16	\$8.77
ASHBY	5	\$11.84	\$11.27	\$8.51	\$2.50	\$0.92	.
ASHFIELD	1	\$12.30	\$11.22	\$11.22	\$1.79	\$0.50	.
ATHOL	14	\$12.61	\$11.52	\$7.90	\$3.04	\$0.89	\$7.50
ATTLEBORO	46	\$11.67	\$10.86	\$7.94	\$2.44	\$1.49	\$7.80
AUBURN	21	\$12.28	\$11.05	\$8.00	\$2.14	\$0.93	\$7.42
AVON	4	\$11.38	\$10.28	\$7.50	\$2.50	\$1.13	\$9.00
AYER	11	\$11.93	\$11.18	\$7.79	\$2.84	\$1.04	\$8.76
BARNSTABLE	39	\$12.16	\$11.16	\$8.14	\$2.57	\$0.67	\$10.63
BARRE	6	\$12.34	\$11.40	\$7.83	\$1.59	\$0.41	\$8.33
BELLINGHAM	25	\$11.87	\$10.97	\$7.98	\$2.98	\$1.24	\$8.74
BELMONT	14	\$11.88	\$10.95	\$9.30	\$2.75	\$1.52	\$9.08
BERKLEY	4	\$12.63	\$11.72	\$8.68	\$1.82	\$0.73	\$8.87
BERLIN	7	\$12.20	\$10.96	\$8.54	\$1.59	\$0.91	\$9.16
BERNARDSTON	1	\$12.47	\$12.90	\$7.44	.	.	.
BEVERLY	8	\$12.04	\$11.08	\$7.96	\$2.25	\$0.96	\$7.50
BILLERICA	33	\$12.29	\$11.65	\$9.08	\$3.31	\$1.20	\$8.69
BLACKSTONE	10	\$12.27	\$11.05	\$7.57	\$1.75	\$0.59	.
BOLTON	2	\$12.48	\$11.19	\$8.78	\$2.99	\$1.25	.
BOSTON	588	\$12.01	\$11.00	\$8.43	\$3.10	\$1.11	\$6.79
BOURNE	23	\$12.49	\$11.39	\$7.64	\$1.86	\$0.76	\$14.03
BRAINTREE	28	\$12.43	\$11.41	\$8.56	\$3.03	\$1.62	\$9.50
BREWSTER	4	\$11.87	\$10.85	\$8.64	\$4.12	\$2.05	\$9.87
BRIDGEWATER	17	\$12.02	\$11.12	\$8.12	\$26.90	\$1.40	\$7.38

CITY/TOWN	Retailer Count	Marlboro (average price)	Newport (average price)	Cheapest Cigarette Brand (average price)	Single Cigar (average price)	Unit Price Multi-Pack Cigars (average price)	Unit Price Cheapest Vape Pod Pack (average price)
BROCKTON	99	\$11.36	\$10.50	\$7.49	\$2.80	\$1.36	\$8.89
BROOKFIELD	1	\$12.42	\$11.33	\$7.20	\$1.58	\$0.59	\$8.55
BROOKLINE	17	\$12.16	\$11.32	\$9.15	\$3.90	\$1.16	\$8.97
BUCKLAND	1	\$12.71	\$11.71	\$7.30	\$2.50	\$1.37	\$11.99
BURLINGTON	16	\$12.75	\$13.07	\$11.93	\$3.06	\$4.65	.
CAMBRIDGE	68	\$12.11	\$11.15	\$9.23	\$2.80	\$0.95	\$8.66
CANTON	18	\$12.11	\$11.12	\$8.15	\$2.42	\$1.12	\$9.50
CARVER	16	\$11.43	\$10.73	\$7.82	\$4.00	\$1.35	\$8.74
CHARLEMONT	2	\$12.35	\$11.58	\$8.88	\$3.25	\$0.78	\$5.00
CHATHAM	8	\$12.29	\$11.10	\$8.37	\$5.64	\$1.80	\$13.12
CHELMSFORD	21	\$12.39	\$11.36	\$8.87	\$2.67	\$1.66	\$9.20
CHELSEA	42	\$12.13	\$11.32	\$7.88	\$2.99	\$0.56	\$9.61
CHESHIRE	4	\$12.02	\$11.28	\$7.91	\$1.76	\$1.11	\$6.16
CHICOPEE	5	\$11.98	\$10.69	\$8.39	\$1.70	\$0.75	.
CHILMARK	2	\$13.18	.	\$11.79	.	.	.
CLINTON	16	\$12.19	\$11.14	\$8.01	\$3.03	\$1.54	\$9.20
COHASSET	6	\$12.21	\$11.03	\$9.24	\$2.88	\$1.10	\$11.64
COLRAIN	1	\$12.73	\$11.39	\$7.45	\$1.89	\$1.05	.
CONCORD	1	\$10.59	\$10.44	\$7.99	\$1.19	\$0.60	\$6.95
CONWAY	1	\$13.40	.	\$13.40	\$2.99	.	.
DALTON	5	\$12.17	\$10.99	\$8.07	\$1.84	\$1.46	\$7.00
DANVERS	25	\$12.59	\$11.43	\$9.20	\$3.53	\$1.61	\$9.10
DARTMOUTH	1	.	.	.	\$9.95	.	.
DEDHAM	19	\$11.81	\$11.00	\$8.33	\$3.07	\$1.31	\$8.15
DEERFIELD	6	\$12.53	\$11.51	\$8.01	\$2.38	\$0.94	\$8.39
DENNIS	17	\$12.35	\$11.20	\$8.72	\$3.50	\$1.01	\$11.34
DIGHTON	7	\$12.21	\$11.40	\$7.32	\$1.86	\$0.82	\$7.06
DOVER	2	\$12.57	\$12.17	\$9.77	\$5.19	\$1.60	\$9.00
DRACUT	24	\$12.10	\$11.32	\$7.92	\$2.76	\$1.27	\$9.52
DUDLEY	10	\$12.10	\$11.55	\$8.39	\$1.83	\$0.86	\$8.53
DUNSTABLE	1	\$12.55	\$11.45	\$10.99	\$1.19	\$0.90	.
DUXBURY	7	\$11.81	\$11.03	\$8.86	\$4.93	\$1.28	\$7.25
EAST BRIDGEWATER	13	\$11.75	\$10.49	\$7.19	\$1.83	\$0.77	\$9.26
EAST LONGMEADOW	14	\$11.69	\$10.91	\$8.15	\$2.80	\$1.60	\$8.66
EASTHAM	5	\$11.96	\$10.79	\$8.64	\$3.02	\$0.81	\$9.00
EASTHAMPTON	13	\$12.44	\$11.25	\$8.43	\$4.02	\$1.22	\$8.69
EASTON	18	\$11.94	\$11.11	\$9.15	\$3.82	\$1.27	\$7.63

CITY/TOWN	Retailer Count	Marlboro (average price)	Newport (average price)	Cheapest Cigarette Brand (average price)	Single Cigar (average price)	Unit Price Multi-Pack Cigars (average price)	Unit Price Cheapest Vape Pod Pack (average price)
EDGARTOWN	9	\$12.91	\$11.38	\$10.52	\$2.20	\$1.40	\$10.00
EGREMONT	2	\$13.32	\$13.44	\$12.65	.	.	.
ERVING	1	\$11.95	\$10.78	\$9.14	\$1.88	\$0.89	.
ESSEX	3	\$12.45	\$11.28	\$7.70	\$2.59	\$1.68	\$6.65
EVERETT	55	\$12.49	\$11.45	\$8.38	\$2.67	\$0.66	\$8.88
FAIRHAVEN	16	\$11.73	\$10.78	\$7.68	\$3.47	\$1.07	\$8.29
FALL RIVER	118	\$11.04	\$10.32	\$7.31	\$1.36	\$0.53	\$6.85
FALMOUTH	31	\$12.20	\$11.25	\$7.96	\$4.53	\$1.46	\$10.67
FITCHBURG	43	\$11.89	\$10.92	\$7.72	\$2.73	\$1.19	\$10.13
FOXBOROUGH	12	\$12.31	\$11.38	\$8.06	\$2.17	\$0.83	\$9.89
FRAMINGHAM	5	\$11.87	\$10.97	\$7.28	\$1.94	\$1.16	\$8.40
FRANKLIN	21	\$12.16	\$11.34	\$8.27	\$4.77	\$1.08	\$10.59
FREETOWN	8	\$11.71	\$10.40	\$7.74	\$1.22	\$0.72	\$10.16
GARDNER	18	\$12.35	\$11.28	\$7.86	\$2.90	\$1.23	\$8.48
GEORGETOWN	5	\$12.40	\$12.64	\$11.97	\$1.64	\$0.90	.
GILL	2	\$13.14	\$11.81	\$10.63	.	\$1.00	.
GLOUCESTER	28	\$12.10	\$11.26	\$8.11	\$2.38	\$1.23	\$7.39
GRANBY	4	\$12.17	\$11.12	\$7.37	\$3.48	\$1.24	\$7.65
GREAT BARRINGTON	10	\$12.23	\$11.27	\$8.69	\$2.95	\$1.24	\$9.04
GREENFIELD	21	\$12.55	\$11.20	\$8.14	\$3.00	\$1.38	\$10.80
GROTON	7	\$12.08	\$10.81	\$8.56	\$3.43	\$1.14	\$8.90
GROVELAND	3	\$12.22	\$12.42	\$11.95	\$1.35	\$0.75	.
HADLEY	7	\$12.28	\$11.19	\$8.03	\$3.23	\$1.49	\$8.00
HALIFAX	6	\$11.70	\$10.58	\$7.16	\$3.41	\$1.39	\$8.84
HAMILTON	5	\$11.74	\$10.53	\$8.92	\$2.44	\$1.64	\$10.58
HANOVER	20	\$11.60	\$10.55	\$8.55	\$2.49	\$0.58	\$6.78
HANSON	6	\$11.49	\$11.33	\$7.65	\$1.69	\$1.08	\$6.94
HARVARD	1
HARWICH	11	\$12.08	\$10.80	\$7.44	\$5.04	\$1.50	\$8.55
HATFIELD	2	\$12.32	\$11.29	\$7.47	\$2.50	\$1.75	.
HAVERHILL	52	\$11.99	\$11.12	\$8.35	\$2.59	\$1.27	\$8.16
HINGHAM	14	\$12.09	\$11.24	\$9.27	\$2.91	\$1.08	\$11.31
HINSDALE	1	\$12.42	\$11.48	\$7.76	\$1.19	.	\$8.23
HOLBROOK	14	\$11.63	\$10.70	\$7.58	\$2.64	\$1.33	\$6.92
HOLDEN	1	\$12.48	\$11.39	\$7.34	\$2.90	\$2.90	\$8.25
HOLLISTON	10	\$11.88	\$10.69	\$8.29	\$1.65	\$0.72	\$5.95
HOLYOKE	8	\$11.68	\$10.73	\$8.54	\$2.17	\$1.18	\$7.98

CITY/TOWN	Retailer Count	Marlboro (average price)	Newport (average price)	Cheapest Cigarette Brand (average price)	Single Cigar (average price)	Unit Price Multi-Pack Cigars (average price)	Unit Price Cheapest Vape Pod Pack (average price)
HOPEDALE	3	\$11.68	\$10.70	\$7.59	\$6.30	\$1.28	\$8.66
HOPKINTON	7	\$12.22	\$11.08	\$9.34	\$10.58	\$1.53	\$7.36
HUBBARDSTON	2	\$11.75	\$11.73	\$7.49	\$3.29	\$0.75	\$8.75
HUDSON	16	\$12.03	\$12.21	\$10.88	\$1.98	\$0.50	\$9.50
HULL	9	\$12.41	\$11.40	\$7.86	\$2.09	\$1.25	\$6.75
IPSWICH	8	\$11.91	\$10.77	\$8.93	\$2.50	\$1.19	\$9.06
KINGSTON	16	\$12.16	\$11.21	\$8.12	\$3.75	\$1.27	\$9.73
LAKEVILLE	6	\$11.40	\$10.53	\$7.56	\$2.18	\$0.75	\$7.18
LANCASTER	4	\$11.90	\$10.63	\$8.52	\$2.34	\$0.90	\$7.86
LANESBOROUGH	5	\$12.28	\$11.25	\$8.06	\$2.50	\$1.79	\$10.75
LAWRENCE	96	\$11.76	\$11.24	\$8.78	\$2.68	\$1.30	\$7.49
LEE	11	\$13.01	\$11.84	\$8.39	\$3.09	\$1.23	\$7.62
LENOX	5	\$13.04	\$11.66	\$8.62	\$4.50	\$2.04	\$8.11
LEOMINSTER	35	\$12.04	\$11.09	\$7.64	\$2.73	\$1.25	\$9.50
LEXINGTON	12	\$12.76	\$12.83	\$10.88	\$2.26	\$1.75	\$7.55
LINCOLN	1	\$12.78	\$12.90	\$11.70	.	.	.
LITTLETON	10	\$12.69	\$11.72	\$8.88	\$3.03	\$1.22	\$9.24
LONGMEADOW	7	\$11.55	\$11.09	\$8.95	\$1.53	\$1.00	.
LOWELL	105	\$12.22	\$11.23	\$7.89	\$2.63	\$1.38	\$8.51
LUDLOW	15	\$11.98	\$10.91	\$7.77	\$2.45	\$1.23	\$6.47
LUNENBURG	10	\$12.25	\$10.96	\$7.53	\$1.69	\$0.82	\$7.44
LYNN	117	\$11.88	\$11.11	\$7.97	\$2.58	\$0.94	\$8.60
LYNNFIELD	5	\$12.15	\$11.16	\$9.19	\$4.12	\$1.26	\$7.37
MALDEN	47	\$11.80	\$10.91	\$8.31	\$3.19	\$1.22	\$6.43
MANCHESTER	2	\$12.23	\$12.44	\$9.59	\$2.69	\$1.15	\$9.00
MANSFIELD	21	\$12.12	\$11.23	\$8.10	\$3.68	\$1.37	\$9.13
MARBLEHEAD	6	\$11.98	\$10.80	\$8.65	\$2.19	\$1.19	\$10.99
MARION	5	\$11.90	\$10.95	\$7.23	\$2.51	\$1.00	\$8.00
MARLBOROUGH	25	\$12.67	\$13.04	\$11.16	\$2.21	\$1.27	\$7.17
MARSHFIELD	15	\$12.08	\$11.09	\$8.16	\$3.93	\$0.67	\$7.34
MASHPEE	12	\$12.48	\$11.39	\$7.75	\$3.00	\$1.49	\$9.76
MATTAPOISETT	6	\$12.38	\$11.27	\$9.11	\$1.70	\$0.96	\$10.83
MAYNARD	8	\$12.30	\$11.05	\$8.70	\$2.32	\$1.63	\$7.66
MEDFIELD	6	\$12.03	\$11.00	\$8.67	\$3.74	\$1.21	\$9.54
MEDFORD	45	\$11.86	\$11.05	\$8.40	\$2.74	\$1.43	\$8.05
MEDWAY	10	\$12.15	\$11.05	\$8.15	\$3.22	\$1.31	\$11.24
MELROSE	10	\$12.23	\$11.06	\$8.48	\$3.22	\$1.37	\$7.19

CITY/TOWN	Retailer Count	Marlboro (average price)	Newport (average price)	Cheapest Cigarette Brand (average price)	Single Cigar (average price)	Unit Price Multi-Pack Cigars (average price)	Unit Price Cheapest Vape Pod Pack (average price)
MENDON	6	\$11.92	\$10.90	\$7.96	\$5.72	\$1.67	\$8.25
MERRIMAC	3	\$12.93	\$13.09	\$12.20	\$3.37	.	.
METHUEN	37	\$12.08	\$11.35	\$9.09	\$2.12	\$1.36	\$10.89
MIDDLEBOROUGH	23	\$11.33	\$10.33	\$7.29	\$3.20	\$1.30	\$9.13
MIDDLETON	12	\$11.86	\$10.83	\$8.46	\$4.27	\$1.31	\$9.12
MILFORD	29	\$11.94	\$10.76	\$8.08	\$3.81	\$1.12	\$9.15
MILLBURY	1	\$11.92	\$10.80	\$6.99	\$14.99	\$1.25	.
MILLIS	8	\$11.88	\$10.94	\$8.28	\$7.24	\$1.24	\$10.11
MILTON	9	\$12.24	\$11.60	\$9.60	\$3.84	\$1.41	\$13.12
MONSON	4	\$11.88	\$11.00	\$7.92	\$1.65	\$0.92	\$6.52
NAHANT	2	\$12.74	\$11.34	\$8.54	\$2.30	\$1.84	\$7.25
NANTUCKET	17	\$13.80	\$12.53	\$12.09	\$2.19	\$1.62	\$10.93
NATICK	14	\$12.12	\$12.40	\$9.80	\$1.27	\$0.70	.
NEEDHAM	1	\$11.25	\$10.46	\$9.00	\$2.50	\$1.25	.
NEW BEDFORD	124	\$11.45	\$10.56	\$7.33	\$1.37	\$0.59	\$8.21
NEW SALEM	1	\$12.50	\$11.40	\$11.10	\$1.99	\$0.75	.
NEWBURY	5	\$12.48	\$12.27	\$10.85	\$5.32	\$1.56	\$9.50
NEWBURYPORT	12	\$12.26	\$11.21	\$9.18	\$4.37	\$1.36	\$7.91
NEWTON	12	\$12.38	\$12.61	\$10.53	\$1.97	\$1.23	\$8.55
NORFOLK	5	\$12.53	\$11.40	\$8.18	\$4.49	\$1.86	\$11.27
NORTH ADAMS	10	\$12.00	\$11.04	\$7.52	\$3.39	\$1.37	\$6.04
NORTH ANDOVER	12	\$11.97	\$11.31	\$9.34	\$2.17	\$1.30	\$6.50
NORTH ATTLEBORO	15	\$12.26	\$11.15	\$8.43	\$4.11	\$1.21	\$10.04
NORTH READING	13	\$12.25	\$11.14	\$9.23	\$4.66	\$1.45	\$11.48
NORTHAMPTON	22	\$12.25	\$11.09	\$7.83	\$3.27	\$1.81	\$9.21
NORTHBOROUGH	1	\$11.76	\$10.82	\$7.53	\$1.50	\$0.50	\$8.00
NORTHBRIDGE	11	\$12.30	\$11.18	\$7.74	\$2.77	\$0.69	\$7.81
NORTHFIELD	2	\$12.09	\$12.22	\$10.14	\$0.99	\$0.50	.
NORTON	13	\$11.90	\$11.07	\$7.96	\$5.90	\$1.36	\$8.69
NORWELL	7	\$11.88	\$11.13	\$8.44	\$3.73	\$1.35	\$7.50
NORWOOD	31	\$12.32	\$11.21	\$8.50	\$3.42	\$1.41	\$9.66
OAK BLUFFS	6	\$12.89	\$12.08	\$10.72	\$2.50	\$1.46	.
ORANGE	8	\$12.12	\$10.73	\$7.65	\$2.40	\$0.93	\$9.22
ORLEANS	5	\$12.43	\$11.13	\$8.42	\$7.49	\$2.08	\$8.50
OTIS	2	\$13.17	.	\$12.91	.	.	.
PALMER	13	\$11.93	\$10.92	\$7.75	\$2.42	\$1.23	\$7.26
PEABODY	28	\$12.19	\$11.39	\$8.09	\$3.03	\$1.52	\$10.30

CITY/TOWN	Retailer Count	Marlboro (average price)	Newport (average price)	Cheapest Cigarette Brand (average price)	Single Cigar (average price)	Unit Price Multi-Pack Cigars (average price)	Unit Price Cheapest Vape Pod Pack (average price)
PEMBROKE	18	\$12.19	\$11.21	\$8.55	\$2.29	\$0.47	\$6.79
PEPPERELL	5	\$12.80	\$11.34	\$9.79	\$1.39	\$1.41	\$8.02
PETERSHAM	1	\$12.48	\$11.39	\$11.10	.	\$1.60	.
PHILLIPSTON	2	\$12.64	\$11.02	\$8.84	\$1.87	\$0.60	\$8.43
PITTSFIELD	40	\$12.13	\$11.17	\$7.61	\$3.00	\$1.45	\$10.31
PLAINVILLE	12	\$11.79	\$10.87	\$7.80	\$3.42	\$1.19	\$8.63
PLYMOUTH	34	\$12.32	\$11.37	\$8.55	\$3.27	\$1.39	\$9.69
PLYMPTON	2	\$12.26	\$11.33	\$7.53	\$1.89	\$0.87	\$8.00
PRINCETON	1	\$12.48	\$11.38	\$7.46	\$2.50	\$0.80	\$6.25
PROVINCETOWN	10	\$12.32	\$11.58	\$8.91	\$2.51	\$1.58	\$8.73
QUINCY	72	\$12.27	\$11.31	\$8.38	\$1.80	\$0.96	\$8.76
RANDOLPH	38	\$12.12	\$11.18	\$8.18	\$1.49	\$0.88	\$9.32
RAYNHAM	19	\$12.04	\$11.12	\$8.17	\$2.12	\$0.71	\$10.49
READING	12	\$12.99	\$13.17	\$11.76	\$2.67	\$1.27	\$8.55
REHOBOTH	8	\$11.76	\$11.02	\$7.71	\$4.47	\$1.01	\$8.18
REVERE	41	\$12.04	\$11.05	\$8.02	\$3.33	\$0.72	\$10.44
ROCHESTER	1	\$11.39	\$10.19	\$7.19	\$1.49	\$1.00	\$5.50
ROCKLAND	19	\$11.99	\$11.21	\$7.80	\$1.58	\$0.43	\$6.64
ROCKPORT	2	\$12.06	\$11.16	\$7.40	\$2.50	\$0.75	\$5.25
ROWLEY	7	\$12.26	\$11.16	\$8.54	\$4.00	\$1.00	\$8.43
SALEM	50	\$12.43	\$11.32	\$8.09	\$3.36	\$1.18	\$9.00
SALISBURY	9	\$11.96	\$10.88	\$9.71	\$1.89	\$1.05	\$6.43
SANDWICH	14	\$12.34	\$11.19	\$8.02	\$5.90	\$1.20	\$9.14
SAUGUS	26	\$12.25	\$11.19	\$8.22	\$3.41	\$1.06	\$7.75
SCITUATE	11	\$12.26	\$11.49	\$9.07	\$5.21	\$1.38	\$10.24
SEEKONK	21	\$11.52	\$10.46	\$8.04	\$3.70	\$0.88	\$8.49
SHARON	5	\$12.43	\$11.49	\$8.49	\$3.97	\$2.08	\$9.62
SHEFFIELD	2	\$12.80	\$11.51	\$8.66	\$1.69	\$0.50	.
SHELBURNE	4	\$12.54	\$11.15	\$9.16	.	\$1.50	.
SHIRLEY	4	\$12.67	\$11.71	\$7.44	\$2.12	\$1.03	\$5.62
SHREWSBURY	3	\$12.01	\$10.94	\$8.88	\$1.67	\$0.99	\$13.97
SOMERSET	24	\$11.70	\$10.89	\$8.22	\$2.14	\$0.92	\$8.66
SOMERVILLE	67	\$12.14	\$11.28	\$8.88	\$3.09	\$0.80	\$8.23
SOUTH HADLEY	10	\$12.33	\$11.36	\$7.83	\$3.20	\$1.10	\$5.00
SOUTHAMPTON	5	\$12.47	\$11.45	\$8.62	\$2.25	\$1.51	\$6.95
SOUTHBOROUGH	7	\$12.47	\$12.77	\$11.80	\$1.20	.	.
SOUTHBRIDGE	2	\$11.89	\$10.62	\$6.91	\$1.24	\$1.10	\$8.02

CITY/TOWN	Retailer Count	Marlboro (average price)	Newport (average price)	Cheapest Cigarette Brand (average price)	Single Cigar (average price)	Unit Price Multi-Pack Cigars (average price)	Unit Price Cheapest Vape Pod Pack (average price)
SOUTHWICK	10	\$11.80	\$10.79	\$7.67	\$1.50	\$0.59	\$8.06
SPENCER	1	\$11.72	\$10.78	\$10.08	.	.	.
SPRINGFIELD	188	\$11.73	\$10.71	\$7.93	\$1.47	\$0.52	\$9.02
STERLING	1	\$12.50	\$12.25	\$7.00	.	\$0.88	\$8.25
STOCKBRIDGE	2	\$12.60	\$11.55	\$10.21	\$3.25	\$1.80	\$9.55
STONEHAM	1	\$11.79	\$10.65	\$7.25	.	\$1.25	\$10.50
STOUGHTON	32	\$11.98	\$11.05	\$7.91	\$2.38	\$1.03	\$7.72
STOW	3	\$12.17	\$11.41	\$9.76	\$4.25	\$1.35	\$8.65
STURBRIDGE	10	\$12.62	\$11.76	\$9.16	\$1.73	\$0.76	\$8.58
SUDBURY	5	\$13.19	\$13.54	\$12.53	\$4.04	.	.
SUNDERLAND	4	\$12.83	\$11.61	\$8.23	\$2.50	\$1.38	\$9.00
SUTTON	6	\$11.88	\$11.37	\$8.01	\$1.44	\$0.80	\$6.44
SWAMPSCOTT	8	\$12.23	\$11.39	\$9.21	\$2.79	\$1.26	\$8.92
SWANSEA	19	\$11.93	\$11.03	\$8.15	\$1.36	\$0.70	\$7.61
TAUNTON	55	\$12.06	\$10.96	\$7.69	\$1.54	\$0.94	\$8.34
TEMPLETON	5	\$12.57	\$11.51	\$8.12	\$2.65	\$1.00	\$7.57
TEWKSBURY	23	\$12.60	\$11.53	\$8.55	\$3.20	\$1.26	\$15.91
TISBURY	4	\$13.24	\$11.84	\$9.55	\$2.55	\$1.27	\$8.15
TOPSFIELD	4	\$12.13	\$11.73	\$9.84	\$2.67	\$1.32	\$10.00
TOWNSEND	6	\$11.86	\$11.29	\$8.15	\$6.92	\$1.66	\$15.24
TRURO	4	\$14.61	\$12.29	\$10.18	\$1.84	\$1.78	.
TYNGSBOROUGH	7	\$12.82	\$13.08	\$12.18	\$2.82	.	.
UPTON	5	\$12.46	\$11.35	\$9.34	\$1.88	\$1.16	\$7.75
UXBRIDGE	12	\$12.11	\$11.28	\$7.79	\$2.34	\$1.15	\$7.87
WAKEFIELD	23	\$12.55	\$11.36	\$8.11	\$3.31	\$1.48	\$8.35
WALPOLE	19	\$12.52	\$11.67	\$9.11	\$3.90	\$1.37	\$10.35
WALTHAM	15	\$12.42	\$12.48	\$10.93	\$2.25	\$1.00	\$5.75
WAREHAM	30	\$12.33	\$11.32	\$7.95	\$2.54	\$1.74	\$12.28
WARREN	4	\$15.13	\$11.38	\$7.87	\$1.31	\$1.41	\$8.56
WATERTOWN	29	\$12.20	\$11.15	\$9.02	\$3.41	\$0.88	\$9.12
WAYLAND	8	\$13.16	\$13.45	\$12.10	\$4.23	.	.
WEBSTER	17	\$12.31	\$11.11	\$8.07	\$2.51	\$0.90	\$7.53
WELLFLEET	6	\$12.26	\$11.66	\$8.70	\$4.26	\$1.40	\$6.95
WENDELL	1	\$12.86	\$11.38	\$9.18	.	.	.
WENHAM	1	\$12.23	\$12.59	\$7.49	\$1.99	\$1.24	\$12.99
WEST BOYLSTON	9	\$12.22	\$11.33	\$7.87	\$3.47	\$1.66	\$7.38
WEST BRIDGEWATER	15	\$11.87	\$10.93	\$7.81	\$1.45	\$0.91	\$8.94

CITY/TOWN	Retailer Count	<i>Marlboro</i> (average price)	<i>Newport</i> (average price)	Cheapest Cigarette Brand (average price)	Single Cigar (average price)	Unit Price Multi-Pack Cigars (average price)	Unit Price Cheapest Vape Pod Pack (average price)
WEST BROOKFIELD	4	\$12.28	\$10.98	\$7.25	\$3.19	\$0.59	\$6.56
WEST SPRINGFIELD	28	\$11.94	\$10.79	\$7.81	\$2.69	\$1.71	\$9.17
WEST STOCKBRIDGE	2	\$12.29	\$11.15	\$9.96	\$4.99	\$1.60	.
WESTBOROUGH	16	\$12.62	\$11.63	\$8.97	\$2.20	\$0.97	\$7.35
WESTFIELD	4	\$12.03	\$11.11	\$7.53	\$1.77	\$0.68	\$6.98
WESTFORD	16	\$12.56	\$12.72	\$11.11	\$3.04	\$0.58	\$4.69
WESTMINSTER	6	\$12.58	\$11.94	\$9.15	\$1.99	\$0.59	\$15.54
WESTPORT	18	\$11.54	\$10.76	\$7.83	\$2.57	\$1.40	\$7.03
WESTWOOD	2	\$12.68	\$11.72	\$8.87	\$2.78	\$1.56	\$10.99
WEYMOUTH	57	\$12.14	\$11.20	\$8.19	\$3.04	\$0.74	\$6.97
WHATELY	3	\$12.16	\$11.06	\$8.75	.	\$1.04	\$7.75
WHITMAN	13	\$11.74	\$10.73	\$7.20	\$1.29	\$0.82	\$7.92
WILBRAHAM	7	\$11.85	\$11.19	\$7.94	\$2.50	\$1.24	\$6.25
WILLIAMSTOWN	6	\$12.16	\$10.62	\$7.63	\$4.25	\$1.40	\$6.10
WILMINGTON	12	\$12.50	\$12.95	\$11.78	\$1.98	.	.
WINCHENDON	8	\$12.41	\$11.37	\$7.67	\$2.85	\$1.10	\$12.49
WINCHESTER	5	\$11.90	\$11.85	\$8.29	\$2.80	\$1.52	\$8.75
WINDSOR	2	\$12.52	\$11.15	\$7.98	\$1.50	\$1.59	.
WINTHROP	10	\$12.57	\$11.37	\$8.08	\$3.25	\$1.43	\$10.43
WOBURN	33	\$12.05	\$12.32	\$10.33	\$2.78	.	.
WORCESTER	175	\$12.08	\$11.14	\$7.89	\$2.84	\$1.43	\$7.86
WRENTHAM	8	\$12.40	\$11.33	\$7.86	\$5.70	\$1.28	\$10.48
YARMOUTH	19	\$12.16	\$10.93	\$8.04	\$2.82	\$1.13	\$10.73

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