

Massachusetts Tobacco Availability and Pricing Survey

Fiscal Year 2025

Report Prepared by:

JSI Research & Training Institute, Inc. &

The Massachusetts Tobacco Cessation and Prevention Program

Executive Summary

Since 2010, the Massachusetts Tobacco Cessation and 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 JSI in fiscal year 2025, from July 1, 2024 – June 30, 2025 (FY2025). FY2025 data collection was completed in 79% of retailers (n=4,773).

JSI has collected data for MTCP to track trends in pricing and availability of tobacco products and to assess the impact of tobacco regulations on availability and price of tobacco products, including the state’s comprehensive flavored tobacco restriction.

Based on data from the FY2025 pricing survey, vape products and nicotine pouches showed an increase in availability, cigars and chewing tobacco decreased, and cigarettes remained unchanged in FY2025 in MA as compared to the previous year. The largest increase in availability was for nicotine pouches, available at 50% of retailers in FY2023, 59% in FY2024 and 66% in FY2025.

Data continues to show the effectiveness of menthol and flavored tobacco restrictions and community-level cigar packaging regulations. However, more work is needed on education and enforcement of flavored cigars, specifically with education around “sweet” flavored cigars.

FY2025 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 FY2024 and FY2025, the average price of <i>Marlboro Red</i> increased \$0.80 from \$12.80 to \$13.60.
Single cigars	Single cigars were available in 67% of tobacco retailers, a 1% decrease from the previous year. The most commonly observed brand of single cigars was <i>Black and Mild</i> (59% of retailers).
Multi-pack cigars	Multi-pack cigars were available in 73% of tobacco retailers, a 5% decrease from the previous year. The most commonly observed brand of multi-pack cigars was <i>Game</i> (51% of retailers).
Chewing tobacco	Chewing tobacco products were available in 40% of tobacco retailers, a 3% decrease from the previous year. The most commonly observed brand of chewing tobacco was <i>Grizzly</i> (38% of retailers).
Nicotine Pouches	Nicotine pouches were available in 66% of tobacco retailers. This is a 7% increase from FY2024 and more than double the availability from five years ago. The most commonly observed brand of nicotine pouches was <i>Zyn</i> (48% of retailers).

Vape Products

Vape products were available in 59% of tobacco retailers. This is a 5% increase from FY2024. The most commonly observed brand of vape products was *Crave* (35% 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 FY2025 was near 0%, down from 87% in FY2020. Availability of products in other flavors was 36.2%, up from 30% in FY2020. The product with the highest availability in other flavors was multi-pack cigars (35.9%). This finding is largely due to an increase in observations of cigars in “sweet” flavors which will require further study and continued monitoring.

Advertisements for mint, menthol or wintergreen tobacco products

Advertising for mint, menthol, and wintergreen products (located anywhere in the store) was observed at 13 retailers in 8 cities and towns (about 0.3% of sample).

Introduction

The Massachusetts Tobacco Cessation and Prevention Program's (MTCP) mission is to invest in and work with communities, especially with historically-oppressed communities, to reverse unjust policies, share decision-making power, and build community capacity to live a life free of commercial tobacco and nicotine. 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. JSI has collected data for MTCP since 2010, to track trends in pricing and availability of tobacco products (Goal 1), and to 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 people who currently use tobacco 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 regulations on availability and price of tobacco products.

To reduce the impact of tobacco industry tactics on youth and adult tobacco use, Massachusetts has passed many statewide policies such as:

- Banning the sale of tobacco in healthcare institutions, including pharmacies
- Restricting sales of flavored tobacco products
 - As of June 1, 2020, the sale of flavored tobacco products, including menthol tobacco products, are restricted to adult-only licensed smoking bars where they may be sold only for on-site consumption

In addition, many cities and towns in Massachusetts have passed local policies to regulate the environment in which tobacco products are sold, such as:

- Capping the number of tobacco retailers
- Regulating the price of cigars
- Nicotine Free Generation policies

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), 40% of the wholesale price for cigars and smoking tobacco, and 75% of the wholesale price for all e-cigarettes/vaping products.

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 FY2025, 198 communities (covering about 77% 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

Tobacco Product Regulation

Flavored Product Regulation

Over the years, a growing number of municipalities 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 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 historically oppressed 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 restricted the sale of all flavored tobacco and vape products, including mint/menthol flavors, to smoking bars for on-site consumption only. Also, effective as of that 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. Since the law implementation, pricing survey data is one of many data sources used to evaluate the statewide law.

Nicotine Free Generation Policies

Nicotine Free Generation (NFG) policies prohibit the sale of commercial tobacco/nicotine products to any person born on or after a fixed date. This prohibits retailers from selling tobacco/nicotine products to anyone currently under the age of 21 and future generations. For example, in one town with an NFG policy, no one born on or after January 1, 2000, can be sold commercial tobacco or nicotine products, such as cigarettes or vapes, in that town.

Brookline was the first municipality in Massachusetts to adopt an NFG policy in 2021. Starting in Fall of 2024, additional municipalities have rapidly adopted NFG policies. As of November 2025, there were 19 communities in MA with NFG policies.

Methods

The Sample

The tobacco retail point-of-sale toolkit (POST) is an online data system managed by MTCP and Counter Tools and contains data from all tobacco retailers in Massachusetts. MTCP field staff 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 seventeen funded Board of Health (BOH) regions, as well as unfunded parts of the state. In previous fiscal years, MTCP-funded BOH regions conducted pricing surveys in funded regions, and JSI conducted surveys in unfunded regions. Starting in FY2025, JSI was contracted to conduct the Tobacco Availability and Pricing Survey statewide, covering both funded and unfunded regions in the state. This change was introduced to reduce the number of data collectors, standardize data collection methods, create increased efficiencies in workload, and improve data quality.

Additional staff were recruited, hired, and trained by JSI to supplement a team of experienced observers. Four new part-time hires expanded the data collection team to 8 people, each person on the team is based in geographically different parts of the state to minimize the necessary travel to retailers. Establishments in the sample were 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 2024 – September 2024

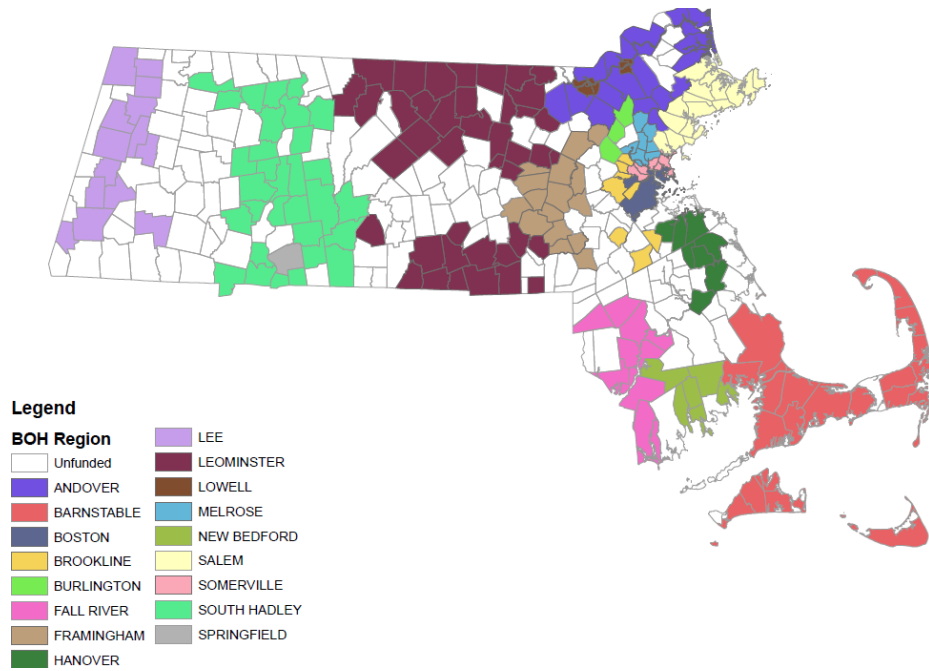
Quarter 2: October 2024 – December 2024

Quarter 3: January 2025 – March 2025

Quarter 4: April 2025 – June 2025

The average quarterly samples totaled 6,424 active retailers. Of these, 4,773 retail establishments were visited in FY2025, for a completion rate of 74%. 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 cooperation of retail staff to participate in the survey (rare).

Figure 1. BOH Regions and Unfunded Municipalities in Massachusetts (FY2025)



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 FY2025 survey form included:

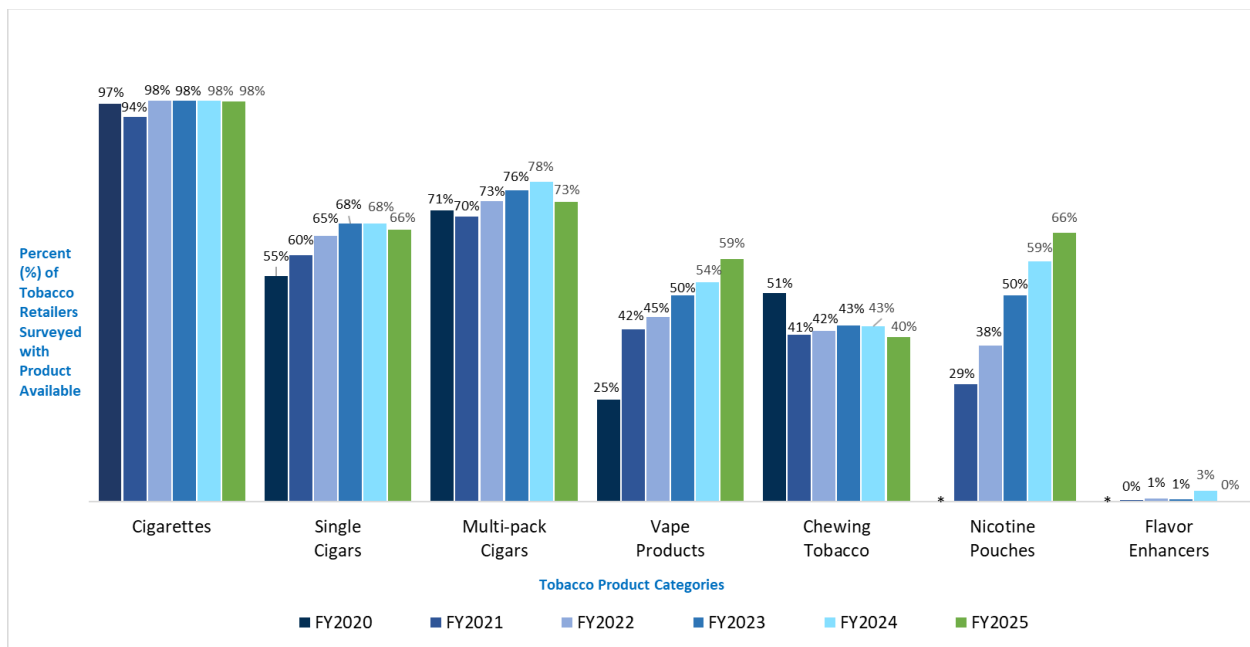
- 1) Tobacco product availability (overall, and in mint, menthol, wintergreen, and other flavors)
- 2) Cigarette availability and price (Marlboro, Newport, and cheapest cigarette brand)
- 3) Cheapest single and multi-pack cigar or cigarillo availability and price (including mint, menthol, wintergreen, and other flavors and flavored cigars/cigarillos)
- 4) Cheapest e-cigarette availability, flavor type, and price (including the least expensive vape devices and vape pod/packs)
- 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

Availability is measured as the percentage of surveyed retailers selling a particular product. Availability of cigarettes remained the same in FY25 compared to the previous year. Single cigars, multi-pack cigars, flavor enhancers and chewing tobacco decreased slightly in availability and nicotine pouches and vape products increased in availability in FY25 compared to FY24. Once again, the largest increase in availability observed was for nicotine pouches, increasing on average by close to 10% per year for the last five years. In FY2025 nicotine pouches were available at 66% of retailers and vape product availability increased from 54% in FY2024 to 59% in FY2025. The availability of multi-pack cigars increased slightly from the previous year. The availability of flavor enhancers that showed an increase last year, returned to near 0%.

Figure 2. Annual Availability of Tobacco Products, FY2020-FY2025



Availability in Mint, Menthol, Wintergreen and Other Flavors

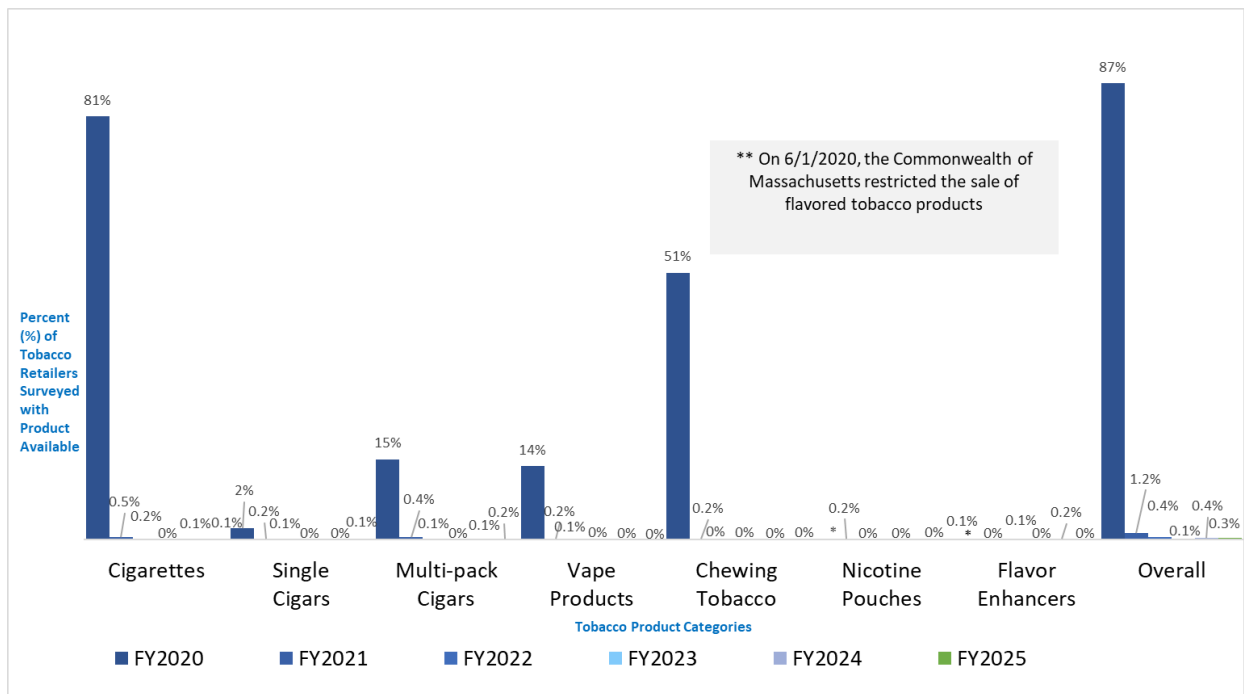
MTCP’s guidance on flavored products for retailers and data collectors is that any product with “a characterizing flavor, other than the taste or aroma of tobacco, imparted or detectable before or during consumption of a tobacco product” is considered a flavored product.

As in all years since FY2021, the availability of tobacco products in mint, menthol, and wintergreen flavors remained near 0% in FY2025, highlighting high retail compliance (see Figure 3a). However, emerging concept flavors created by the tobacco industry such as “clear” and “cooling” flavored products (ex. Zyn Chill) were not captured in this survey. Questions were added to capture data on clear/cooling flavors in FY26 so it is expected that the data demonstrating the availability of these products will increase.

Although the overall availability of products in other flavors remains low compared to non-flavored tobacco products, overall availability of products in other flavors showed an increase between FY2021

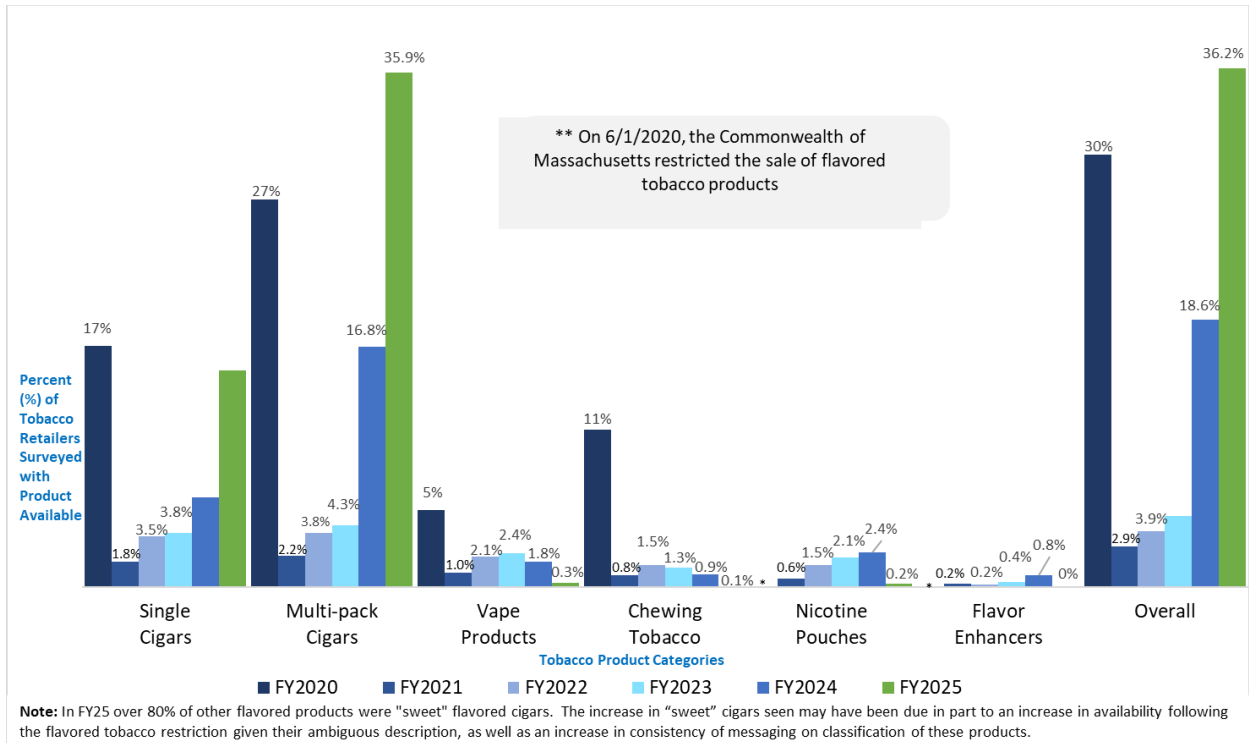
and FY2025 **most notably in single and multi-pack cigars** (see Figure 3b). Overall availability of other flavors increased from **18.6%** in FY2024 to **36.2%** in FY2025. This is a significant change that was first observed last year in multi-pack cigars and observed again this year in both single and multi-pack cigars. For the last four months of the data collection an open text field was added to the survey to help clarify flavor type and brands of products recorded in the survey. Over 80% of these notes indicated that the flavor type was “sweet” and the brands of the products: Swisher, White Owl, Game, Black and Mild, and Backwoods. “Sweet” cigars, and other flavors have risen in popularity as the tobacco industry attempts to circumvent flavored tobacco restrictions. While these cigars have a distinguishing aroma other than tobacco, given the ambiguous description of this product, there have been some inconsistencies in classification of these products among retailers and data collectors. The increase in “sweet” cigars seen in this survey may have been due in part to an increase in availability following the flavored tobacco restriction given their ambiguous description, as well as an increase in consistency of messaging on classification of these products. Availability of “sweet” cigars and other flavors will continue to be monitored over time and the survey will be updated to capture emerging products and flavors created by the industry.

Figure 3a. Annual Availability of Tobacco Products in Mint, Menthol, and Wintergreen flavors, FY2020-FY2025



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

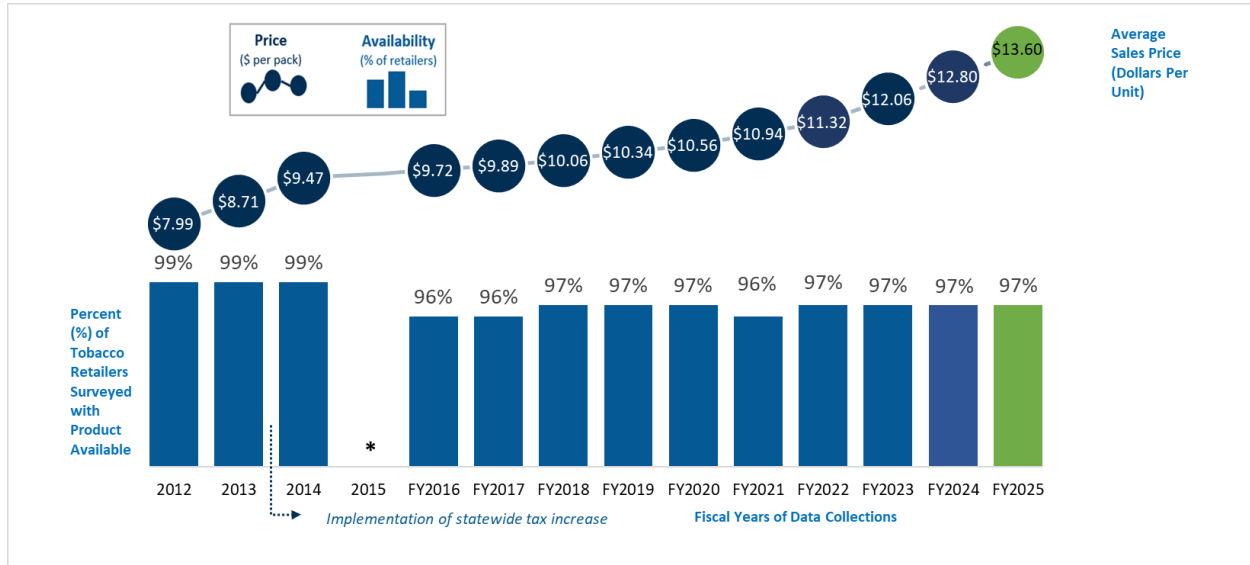
Figure 3b. Annual Availability of Tobacco Products in Other Flavors, FY2020-FY2025



Marlboro Red Cigarette Availability and Pricing

In FY2025, the availability of *Marlboro Red* cigarettes remained unchanged from the previous three years, at 97% of retailers. Concurrently, the average price of *Marlboro Red* cigarettes increased \$0.80, from \$12.80 in FY2024 to \$13.60 in FY2025. This increase was similar to last year's, one of the largest annual changes in price for this product since 2015.

Figure 4. Annual Availability and Price per Pack of *Marlboro Red* Cigarette Products, FY2012-FY2025

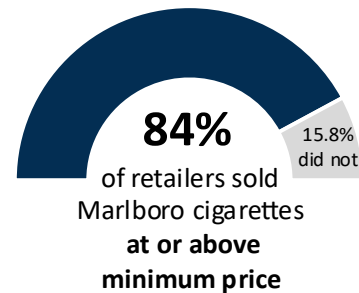


*In 2015, data collection period was switched from calendar year to a fiscal year cycle

Marlboro Red Cigarette Minimum Pricing

The Department of Revenue (DOR)-mandated minimum price of *Marlboro Red* cigarettes between July 2024 and June 2025 ranged from \$12.52 to \$12.95 at chain stores, and \$12.71 to \$13.15 at independent retailers. The observed price of *Marlboro Red* cigarettes ranged from \$10.82 to over \$23.00. In FY2024, the majority of sampled retailers (84.2%) were observed to be selling *Marlboro Red* cigarettes at or above the state mandated minimum price, a slight decrease from FY2024 (86%), indicating that most retailers are aware of and complying with pricing regulations.

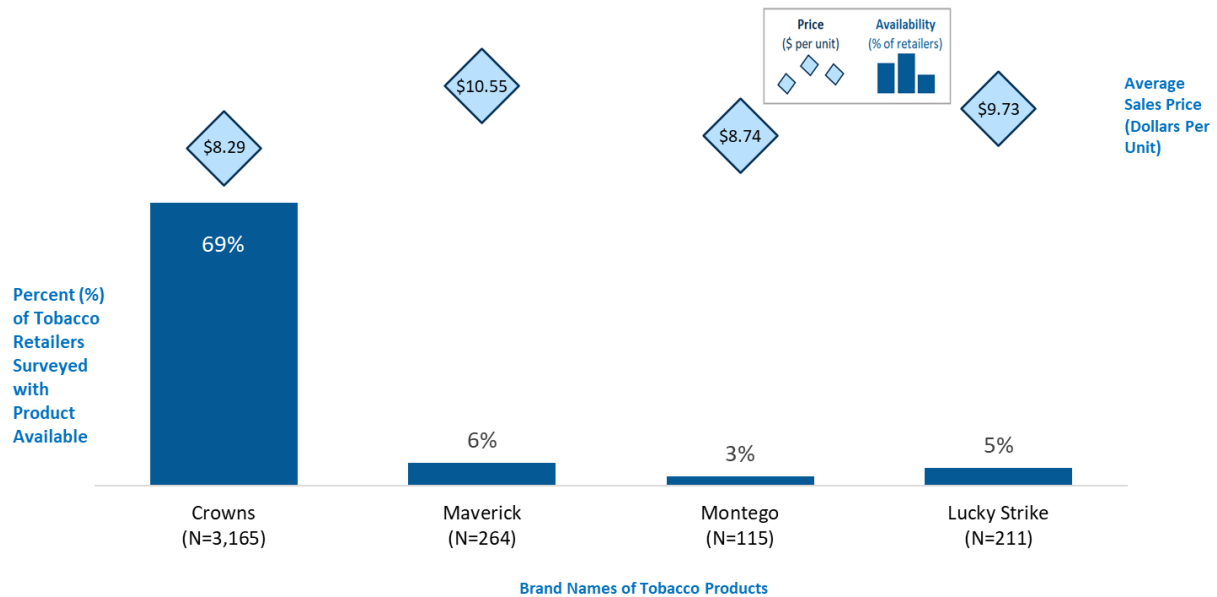
Figure 5. *Marlboro Red* Cigarette Prices Compared to FY2025 State Mandated Minimum Price



Cheapest Cigarette Availability and Pricing

The most commonly observed brand of the least expensive cigarettes was *Crowns*, available at 69% of retailers, a 5% increase for the brand since last year. Three other cheapest cigarettes observed included *Maverick*, *Montego* 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 \$8.50 in FY2024 to \$8.80 in FY2025.

Figure 6. Availability and Price of Least Expensive Cigarette Brands, FY2025



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 nearly three quarters (**73%**) of tobacco retailers carrying multi-pack cigars. Cigars in multi-packs usually contain 2, 4, or 5 cigars per pack. 3, 10, and 20 pack cigars are less widely available.

In FY2025, availability of single and 5-pack cigars changed slightly from FY2024. Figure 7 shows the availability and price trends of single cigars between FY2016 and FY2025. The availability of single cigars decreased from 68% to 67% in FY2025. At the same time, the average price of single cigars increased by \$0.07 (from \$2.67 to \$2.74).

Availability and pricing of 5-pack cigars is shown in Figure 8. Although multipack cigars overall are more widely available, cigars in specific packaging such as 5-packs, are found less often at retailers. Availability of 5-pack cigars increased from 14% to 18% in FY2025, while the average price of these cigars increased from the previous year by \$1.27 (from \$6.17 to \$7.44), the largest single year increase since FY2016.

Figure 7: Overall Availability and Price per Cigar of Single Cigars (all flavors), FY2016-FY2025

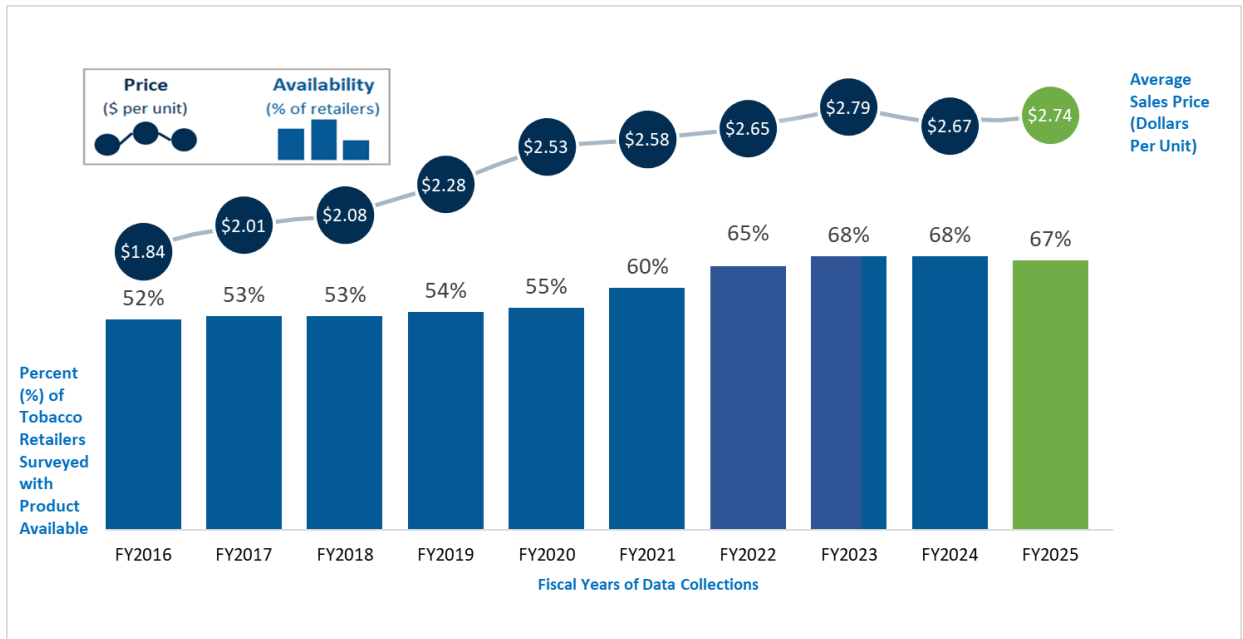
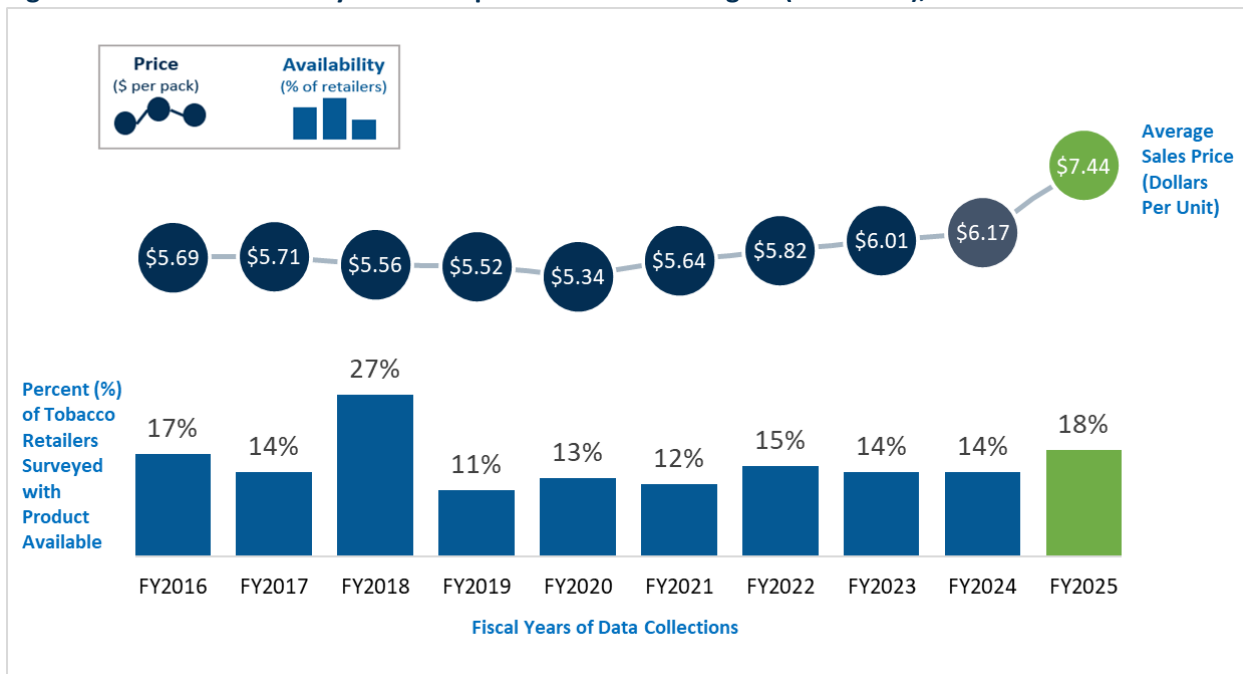
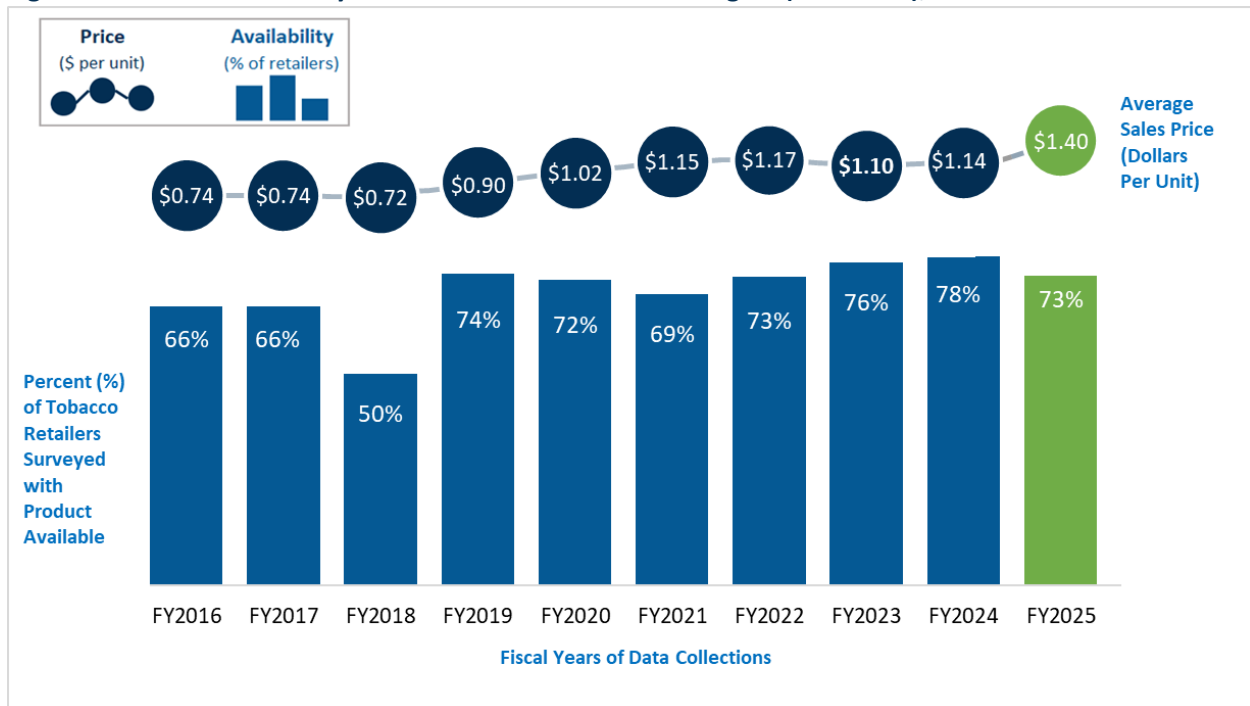


Figure 8. Overall Availability and Price per Pack of 5-Pack Cigars (all flavors), FY2016-FY2025



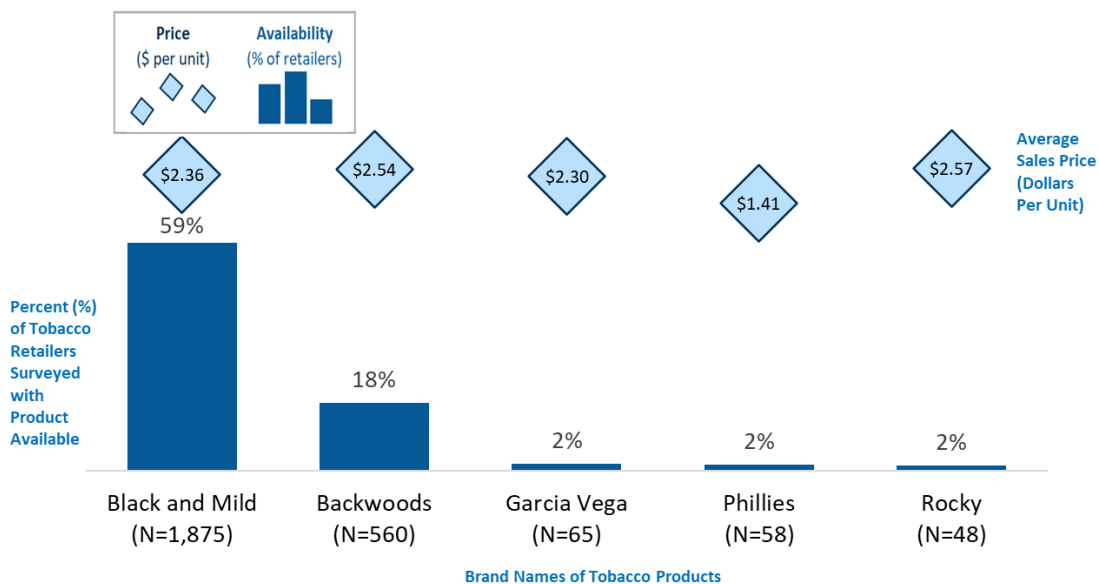
Availability and pricing of multi-pack cigars is shown in Figure 9. Multi-pack cigars are more widely available than single cigars in every year when data was collected, except for 2018. Availability of multi-packs showed small changes year-to-year moving slightly higher each year between FY2022 and FY2024. Availability of these cigars dropped slightly from 78% in FY2024 to **73%** in FY2025. The average price of a single cigar in multi-pack packaging was \$1.40 in FY2025, a relatively large increase from the previous year at \$1.14. Compared to cigars sold in single packs, the unit cost of a cigar is less than half, when sold in multi-packs.

Figure 9. Overall Availability and Unit Price of Multi-Pack Cigars (all flavors), FY2016-FY2025



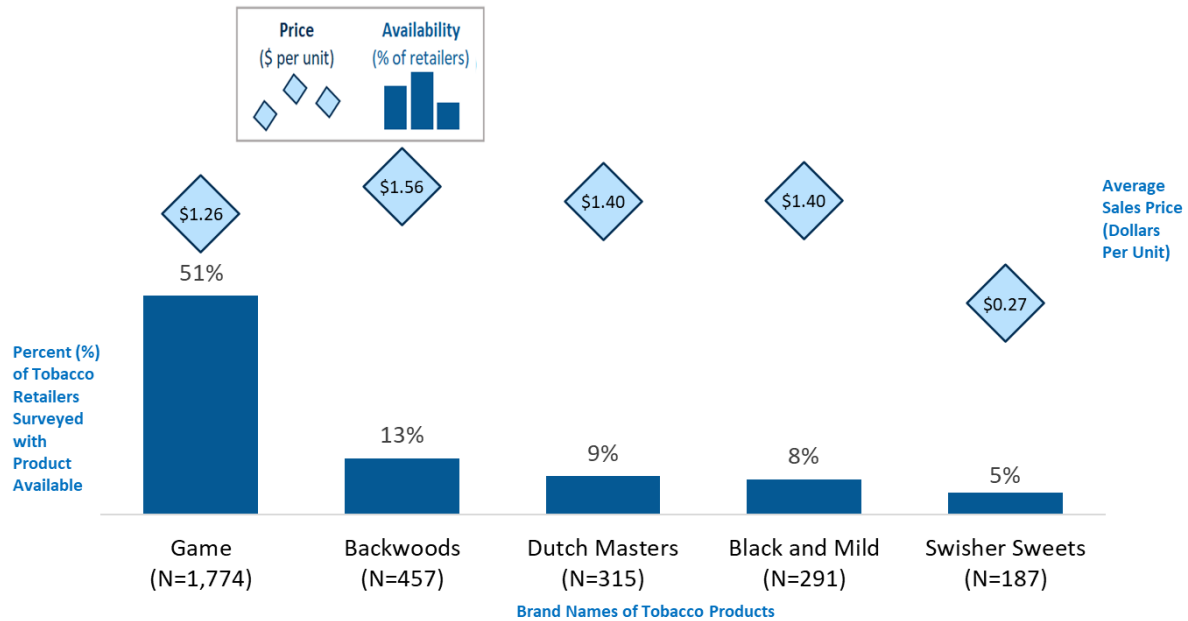
The most commonly observed brand of single cigars was *Black and Mild* (availability increased from 49% in FY24 to 59% of retailers in FY25), followed by *Backwoods* (availability decreased from 28% in FY24 to 18% of retailers in FY25). However, retailers sell a wide variety of single cigars of different 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, FY2025



The most commonly observed brand of multi-pack cigars was Game, observed at 51% (up from 44%) of all sampled retailers in FY2025. The second most commonly observed brand was Backwoods at 13% (up from 6%). The availability of other brands was much lower, ranging from 5% to 9% of retailers. These four brands ranged in price from \$1.26 to \$1.56 (per cigar). The least expensive brand of multi-pack cigars was *Swisher Sweets* at \$0.27, available at 5% of retailers in FY2025.

Figure 11. Brand Specific Availability and Price of Least Expensive Multi-Pack Cigars, FY2025

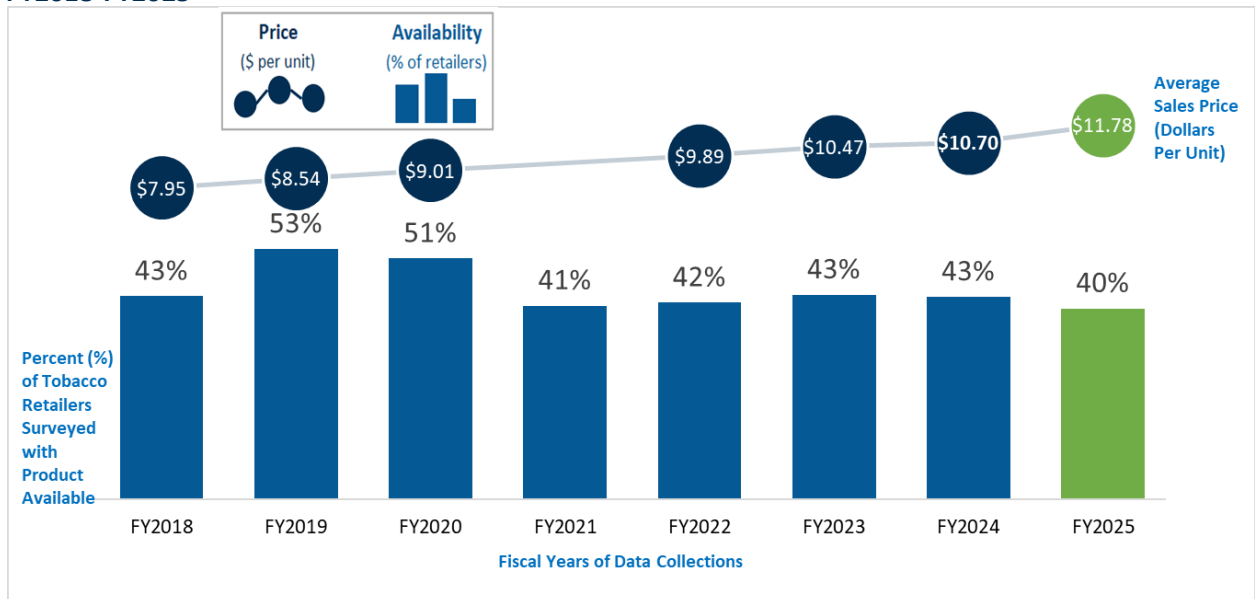


Smokeless Tobacco Availability and Pricing

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 FY2025.

In FY2025, the availability of chewing tobacco in retailers decreased slightly from 43% in FY2024 to 40% in FY2025, while the price per unit increased slightly to \$11.78.

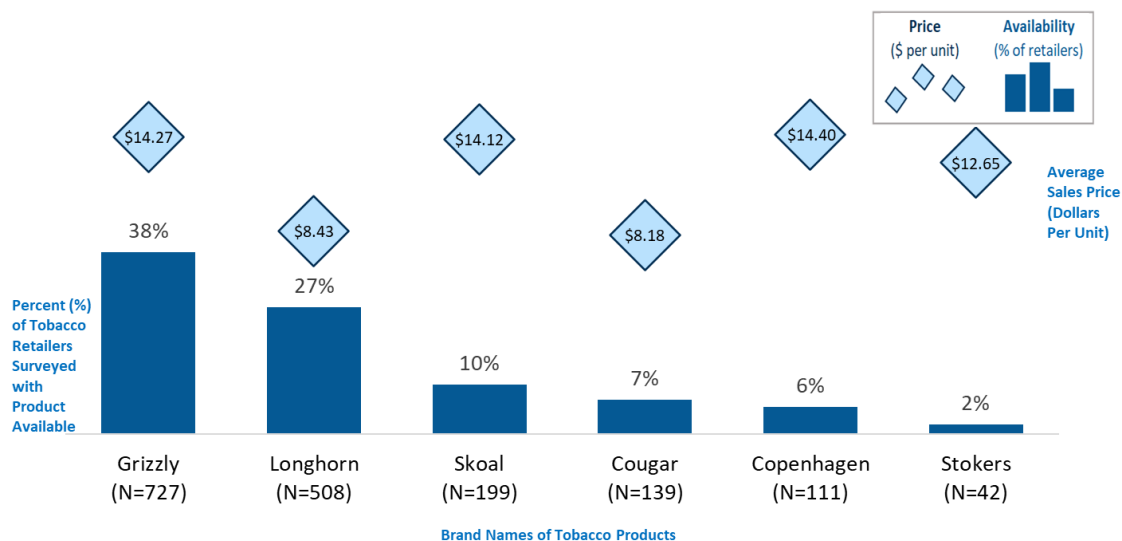
Figure 12. Overall Availability and Price per Unit of Least Expensive Smokeless Chewing Tobacco, FY2018-FY2025



*Price data not collected in FY2021

The most commonly observed brand of the least expensive chewing tobacco was *Grizzly*, available in 38% of retailers at an average of \$14.27 per unit. The second most available brand was *Longhorn*, available at 27% of retailers, for an average price of \$8.43 per unit. Other less widely available products included *Skoal*, *Cougar*, *Copenhagen* and *Stokers*, available at between 2% and 10% of retailers, with a wide price range of \$8.18 to \$14.40.

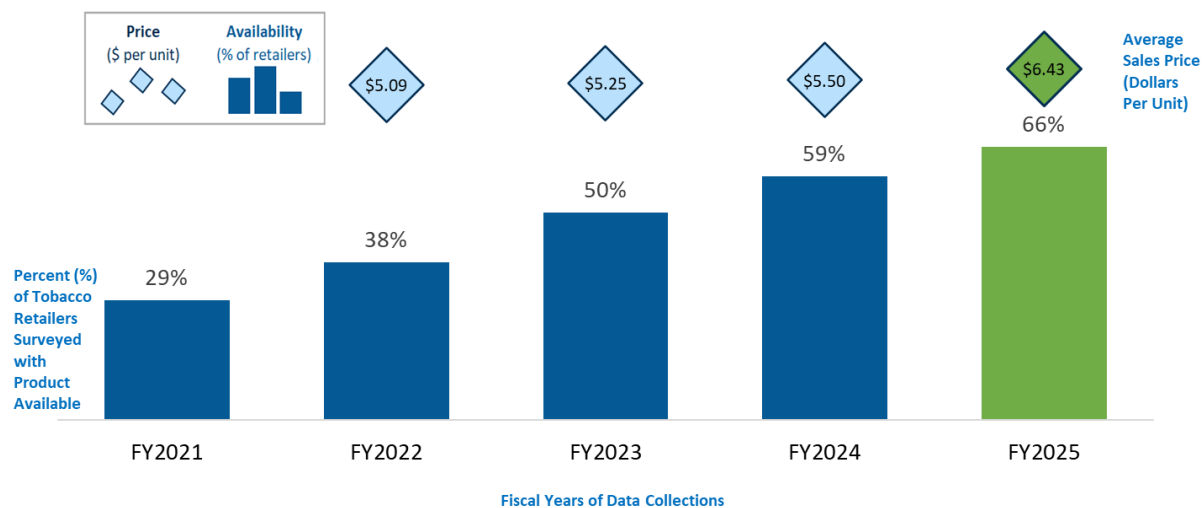
Figure 13. Brand Specific Availability of Least Expensive Chewing Tobacco, FY2025



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.¹⁴ These products are less expensive than chewing tobacco; they do not contain tobacco, but they do contain nicotine and the long-term health impact of their use is largely unknown. In Massachusetts, the availability of nicotine pouches among sampled retailers more than doubled in the last five years, from 29% availability in FY2021 to 66% in FY2025. The average price observed for nicotine pouches increased from \$5.50 in FY2024 to \$6.43 in FY2025 (price data was not collected in FY2021).

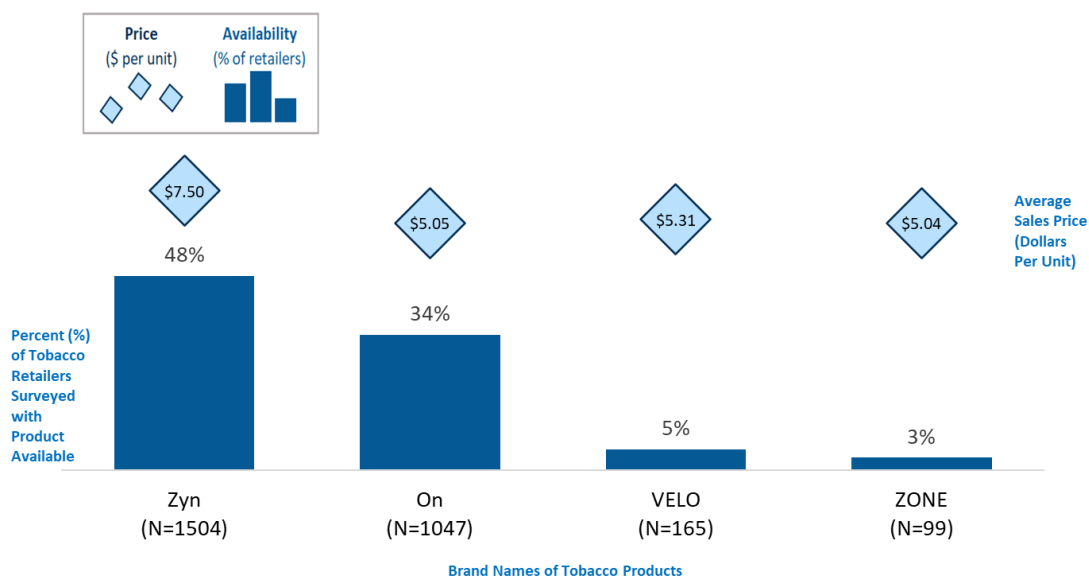
Figure 14. Overall Availability and Price of Least Expensive Nicotine Pouches, FY2021- FY2025



Note: Price data not collected in 2021

The most commonly observed brands of nicotine pouches in FY2025 were *Zyn* and *On*, available at 48% and 34% of retailers, respectively. These brands showed a slight increase in price from the previous year, with FY2025 prices ranging from \$5.05 (*On*) to \$7.50 (*Zyn*).

Figure 15. Brand Specific Availability and Price of Least Expensive Nicotine Pouches, FY2025

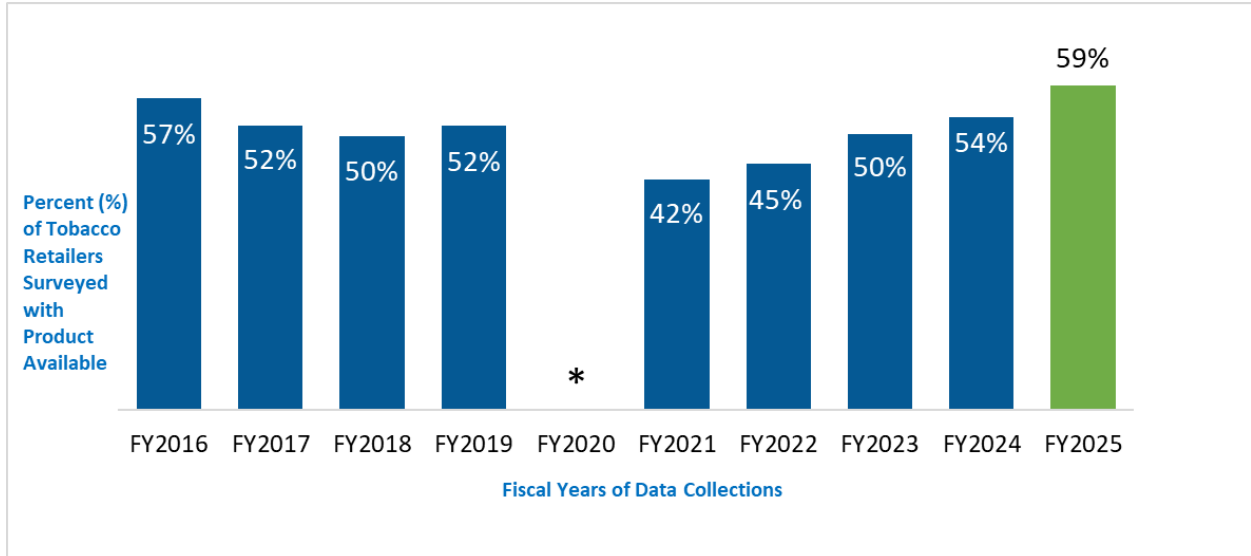


Vape Product Availability and Pricing

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.¹⁵ However, vape products are not authorized by the FDA for sale as cessation aids, and vape products contain nicotine and are 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.¹⁶

Figure 16 shows vape product availability from FY2016 to FY2025. In FY2020, Massachusetts banned the sale of vape products for 4 months starting on September 24, 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 five years to 59% in FY2025, now above the level it was prior to the ban.

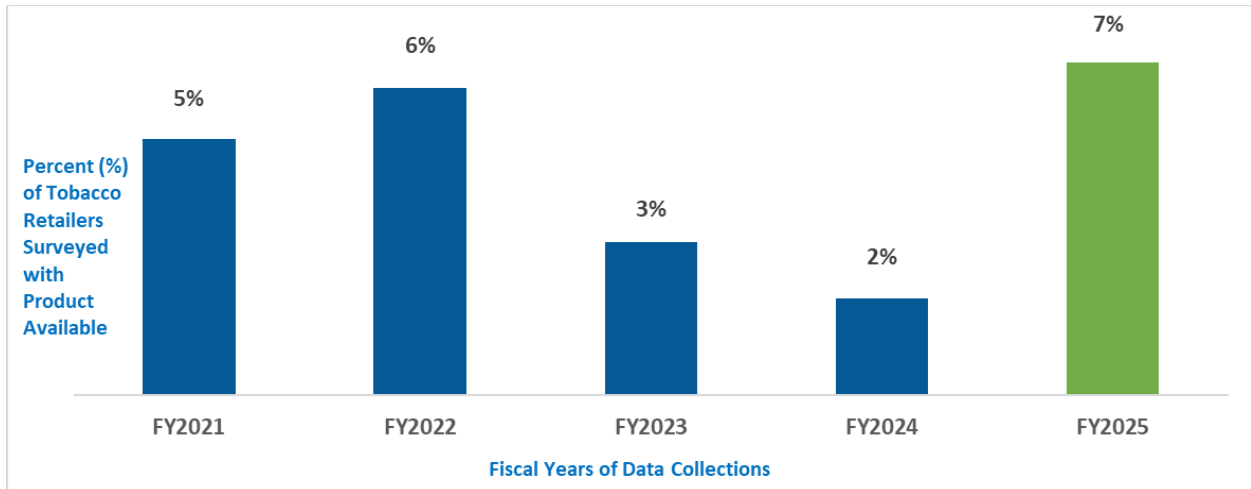
Figure 16. Annual Availability Vape Products (Any), FY2016-FY2025



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

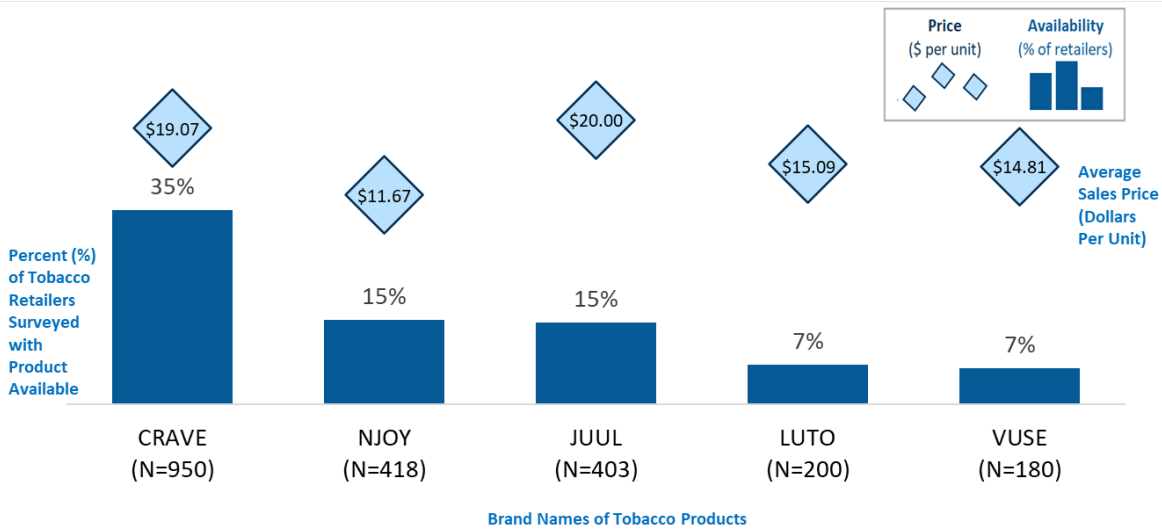
State regulations restrict the sale of vape products with concentrations greater than 35mg/ml to age-restricted specialty tobacco and vape shops. As shown in Figure 17, overall availability of vape products in concentration greater than 35mg/ml increased from 2% in FY24 to 7% in FY2025. In FY2025, availability of these high-concentration products at approved retailers was 26%, a decrease from 40% in the previous year. It is not clear that such shifts in availability of high concentration products both at approved and general retailers indicate a change in compliance with the state regulation or related to the data collection process that will require further study.

Figure 17. Availability of Vape Products in Concentrations >35mg/ml in non age-restricted retailers, FY2020-FY2025



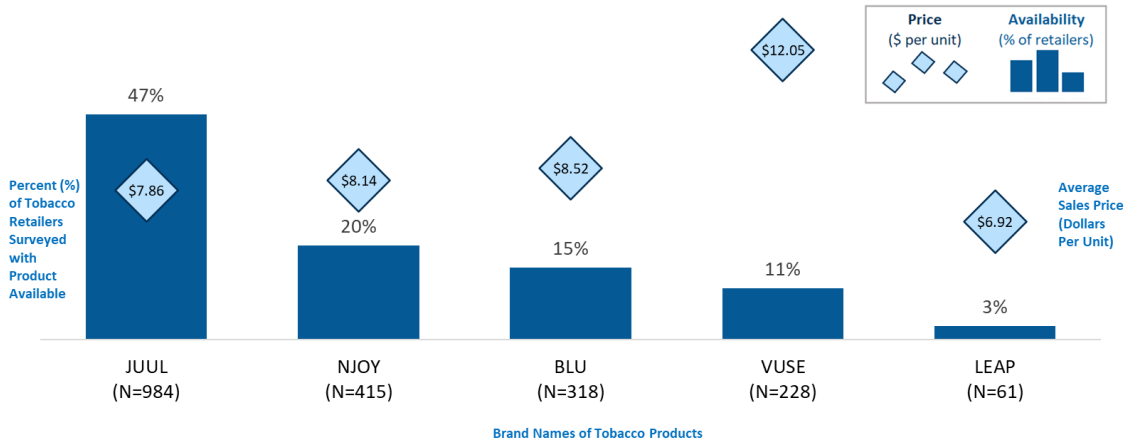
In FY2025, prices for vape devices varied, with the five least expensive product prices ranging from \$11.67 (*NJOY*) to \$20.00 (*Juul*) per unit. The most commonly observed brand was *Crave* this year, the price of the most expensive product (*Juul*) decreased last year by \$3.66 and decreased again in FY2025 by \$1.41. The lowest priced product (*NJOY*) appears to see a growth in popularity increasing in availability from 8% in FY2024 to 15% in FY2025. The most commonly available brand observed among the least expensive vape devices was *Crave* (available at 35% of retailers), followed by *NJOY* and *Juul* (15% of retailers). *Luto* and *Vuse* products were observed to be available at 7% of retailers.

Figure 18. Brand Specific Availability and Price of Least Expensive Vape Devices, FY2025



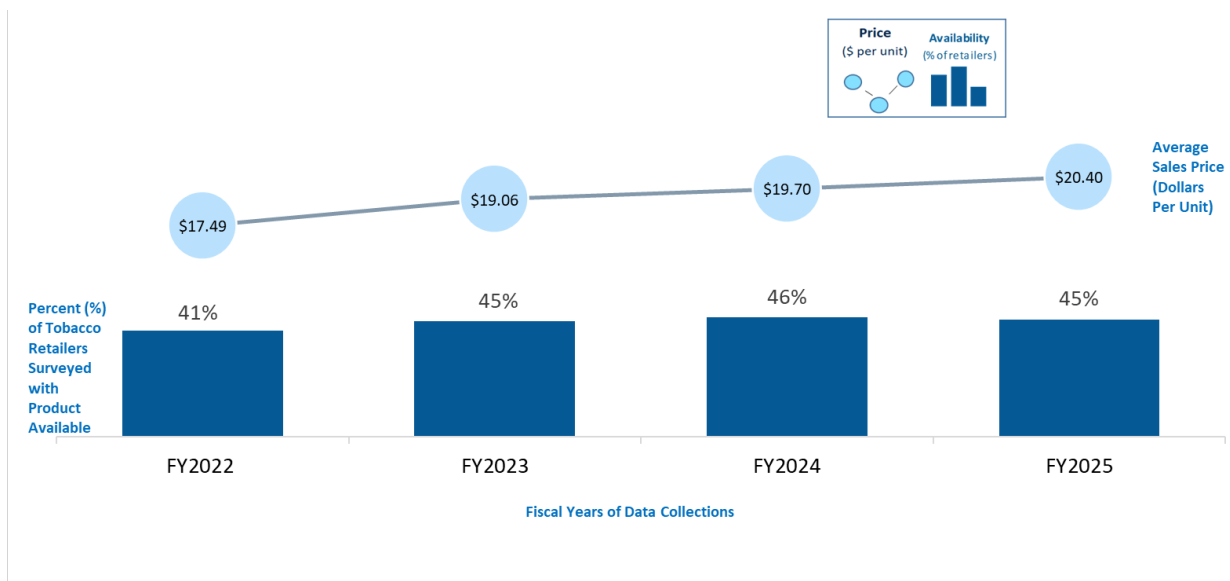
Vape pods/packs followed a similar trend, with *Juul*, *NJOY*, and *Blu* being the three most commonly available product brands (available at 47%, 20%, and 15% of retailers in FY2025, respectively). Prices for the five least expensive vape pods/pack were slightly different to vape device prices, with *Vuse* brand ranking highest (\$12.05 per unit) and the other brands all priced between \$6.92 and \$8.52 per unit.

Figure 19. Brand Specific Availability and Price of Least Expensive Vape Pod/Packs, FY2025



Availability of vape pod packs remained relatively steady across the last three years, with availability decreasing by 1% (46% to 45%) between FY2024 and FY2025. The trend in price shows moderate increases year-to-year, the average price observed in FY2025 was \$20.40.

Figure 20. Overall Availability and Average Price of Least Expensive Vape Pod Packs, FY2022-FY2025

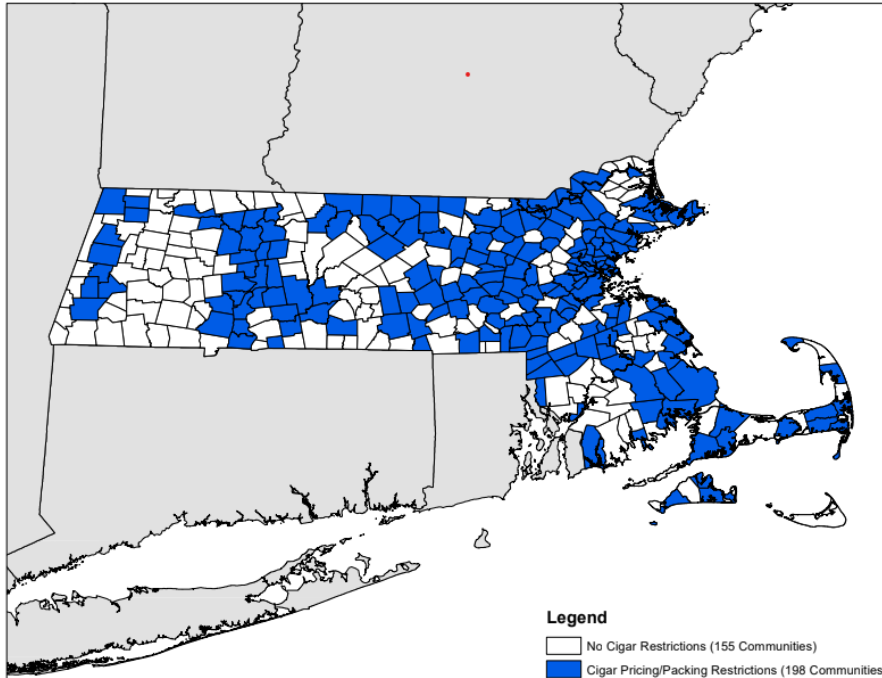


Policy Impact

Impact of cigar pricing/packaging restrictions

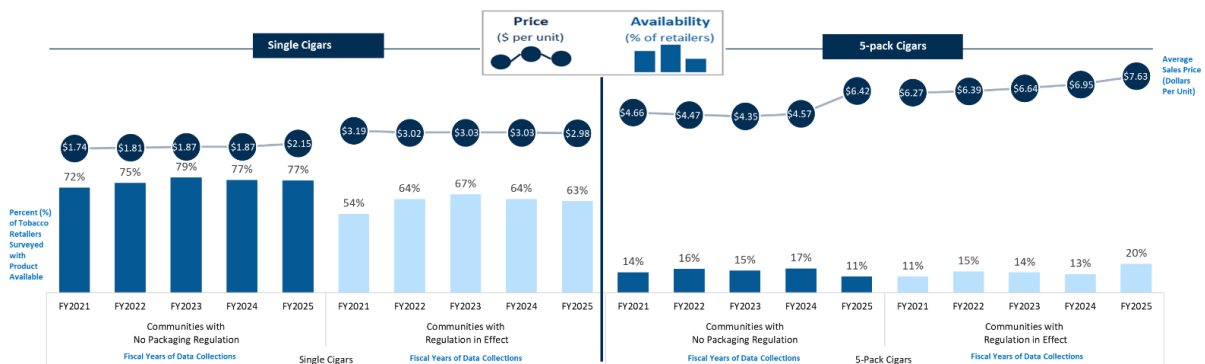
In addition to statewide policies, some cities and towns enact their own policies to further mitigate tobacco-related harm at the local level. These may include restrictions on the sale of single cigars by retailers or setting the minimum price by type and packing of specific tobacco products. Figure 21 shows a map of Massachusetts highlighting the regions of the state where local cigar regulations were in effect as of June 30, 2025.

Figure 21. Geographic Distribution of Communities with Cigar Pricing/Packaging Restrictions as of June 30, 2025.



As in previous years, communities with packaging regulations were observed to have lower availability and higher sales prices of both single and 5-pack cigars. Single cigars were available at 77% of retailers in cities and towns without regulations, and at 63% of retailers in regulated cities and towns. Contrary to expectations, the difference in availability for 5-Pack cigars was 9% higher at retailers in areas with regulations (20%), than areas where regulations were not in place (11%). This finding is likely related to marketing of 5-pack cigars as the general availability of cigars in packs of two or more was 8% lower in regulated communities at 71% vs 79% in communities without regulations. The price of single and multi-pack cigars was higher in communities with regulations in place. The difference in price for single cigars was observed to be \$2.15 in cities and towns without regulations and \$2.98 for cities and towns with regulations. For 5-pack cigars the difference was \$6.42 vs \$7.63, more than \$1 higher for communities with local restrictions.

Figure 22. Overall Annual Availability and Pricing of Cigars, by Communities with and without Cigar Packaging Regulations, FY2021-FY2025

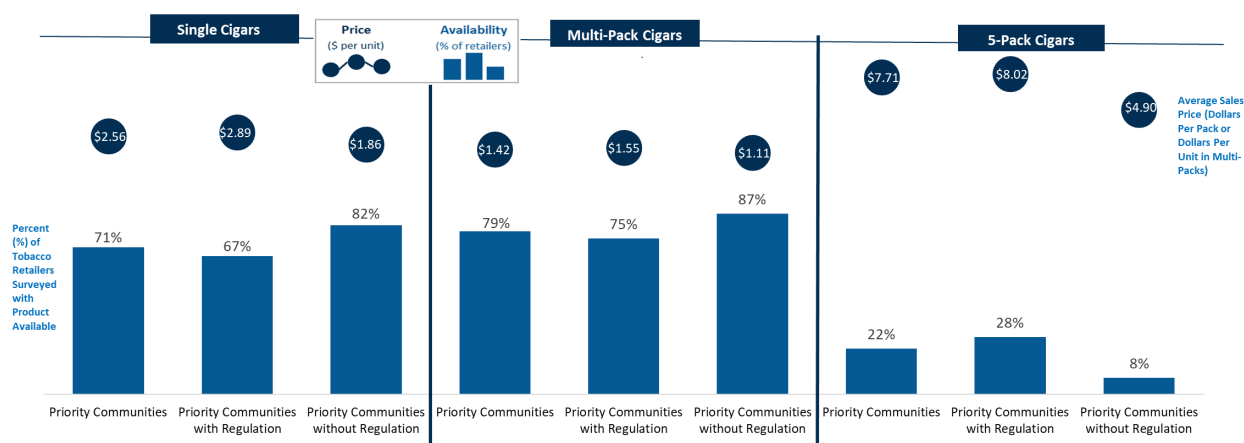


In spring FY2025, MTCP underwent a process to designate priority communities in which to focus programmatic work. In addition to state-level work, these communities were chosen for increased programming due to program capacity, existing disparities in tobacco use, systematic stressors, and differing levels of need by community. These communities were chosen based on five variables: smoking rate, percent Black, Indigenous or People of Color (BIPOC), percent below the federal poverty level, tobacco retail density, and social vulnerability Index (SVI). To be considered for selection, communities must have a minimum population of 3,000 and more than 5 tobacco retailers. Ultimately, 36 communities were designated as priority communities, covering roughly 36% of the state’s population.

As of June 30, 2025, roughly 80% of priority communities had a cigar pricing/packing regulation. Overall, single and multi-cigar availability was slightly higher in priority communities (71% and 79%, respectively) compared to in the state overall (67 and 73%, respectively). However, similar to the state overall, availability was lower in priority communities with a cigar policy compared to priority communities without. In priority communities with a policy 67% of retailers had single cigars available (average price \$2.89) and 75% had multi-pack cigars available (\$1.55). In priority communities without a policy, 82% of retailers had single cigars available (\$1.86) and 87% had multi-pack cigars available (\$1.11).

Availability of 5-pack cigars was slightly higher in priority communities 24% compared to in the state overall at 18%. Unlike the trends observed for single and multi-pack cigars, availability of 5-pack cigars showed greater availability (28%) in communities with regulation and lower availability in communities without (8%). As for single and multi-packs, the price of 5-pack cigars is higher in regulated communities (\$8.02), and lower in communities without these regulations (\$4.90).

Figure 23. Availability and Pricing of Cigars in Priority and Other Communities with and without Cigar Packaging Regulations, FY2025



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 tobacco is prohibited in the state, with the exception of onsite purchase and consumption at licensed smoking bars.¹⁷ The restriction was introduced as an addition to existing

regulations aimed to reduce tobacco use 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, FY2022, FY2023 and FY2024 the availability of mint, menthol, and wintergreen flavors was near 0% in FY2025 for all types of tobacco products. This indicates high compliance 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 the last two years significant increases were seen in the availability for these products. In FY2025, multi-pack cigars in other flavors were available at 35.9% and single cigars were available at 15.1%. As shown in Table 24, availability in FY2023 of both single and multi-pack cigars was near 4%, with moderate increases seen from previous years. It appears that some degree of inconsistency in the categorization for cigars labeled as “sweet” are driving this increase. While these cigars often have a distinguishing aroma other than tobacco, given the ambiguous description of this product, there have been some differences in classification of these products among retailers and data collectors. The increase in “sweet” cigars seen in this survey may have been due in part to an increase in availability following the flavored tobacco restriction given their ambiguous description, as well as an increase in consistency of messaging on classification of these products. Availability of “sweet” cigars and other flavored products will continue to be monitored over time.

Figures 23 and 24 show availability trends of different tobacco products by mint, menthol, wintergreen, and other flavors.

Figure 24. Overall Annual Availability of Menthol Tobacco Products, FY2020-FY2025

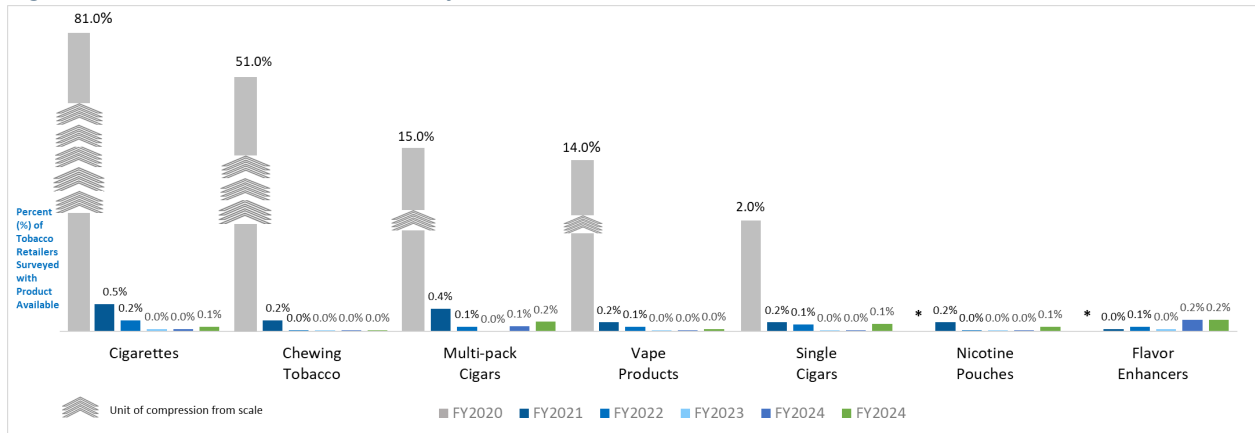
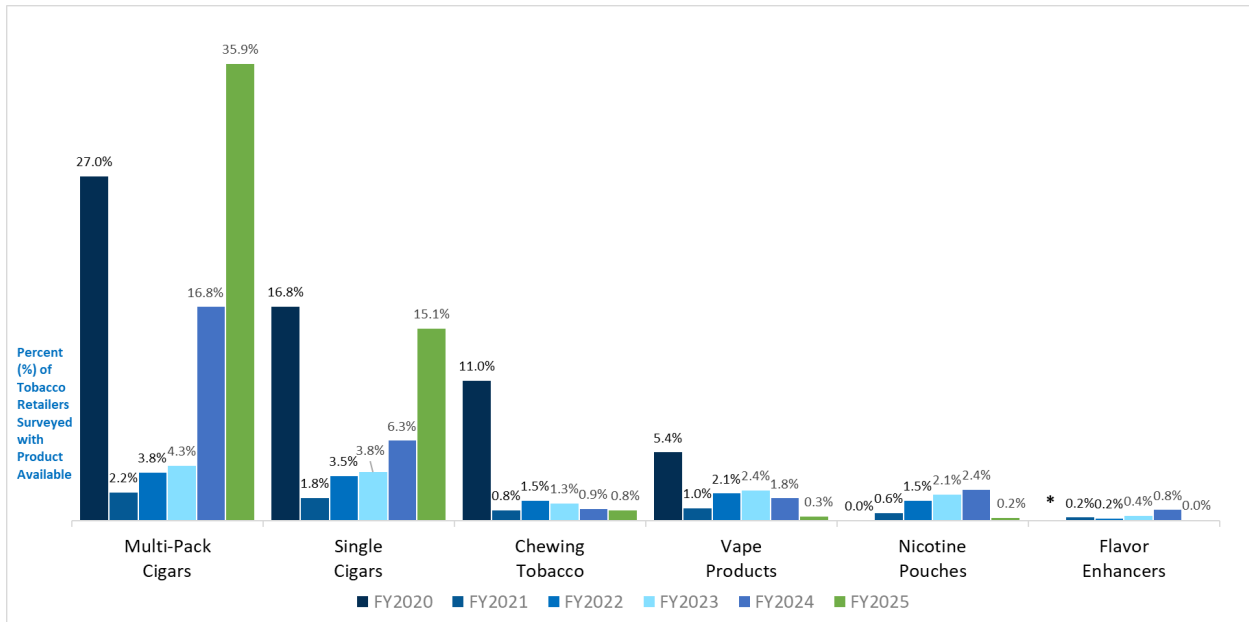


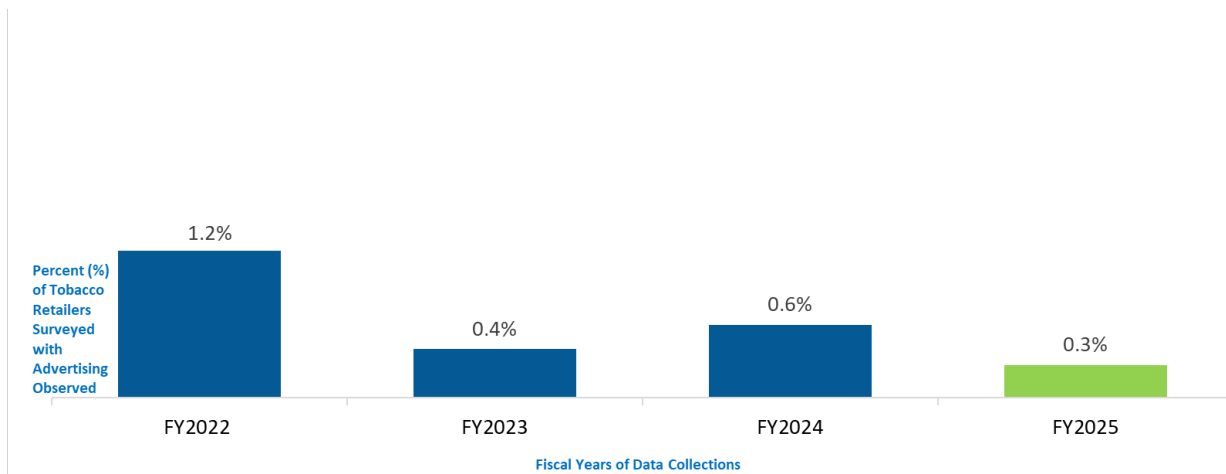
Figure 25. Overall Annual Availability of Other Flavored Tobacco Products (excluding mint, menthol, and wintergreen), FY2020-FY2025



In Massachusetts, tobacco retail establishments cannot advertise tobacco products that they cannot sell, use fraudulent or misleading statements in advertising, or display advertisements with celebrities, cartoons or similar endorsements.. 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). In FY2024, advertising for these products remained low, but increased slightly to 32 retailers in 13 cities and towns (about 0.6% of sampled retailers). In FY2025, advertising for these products returned to a lower level, observed at 13 retailers in 8 cities and towns (about 0.3% of sampled retailers)

Figure 26. Advertising observed at percent of retailers for mint, menthol, wintergreen and other flavored tobacco products, FY2022-FY2025

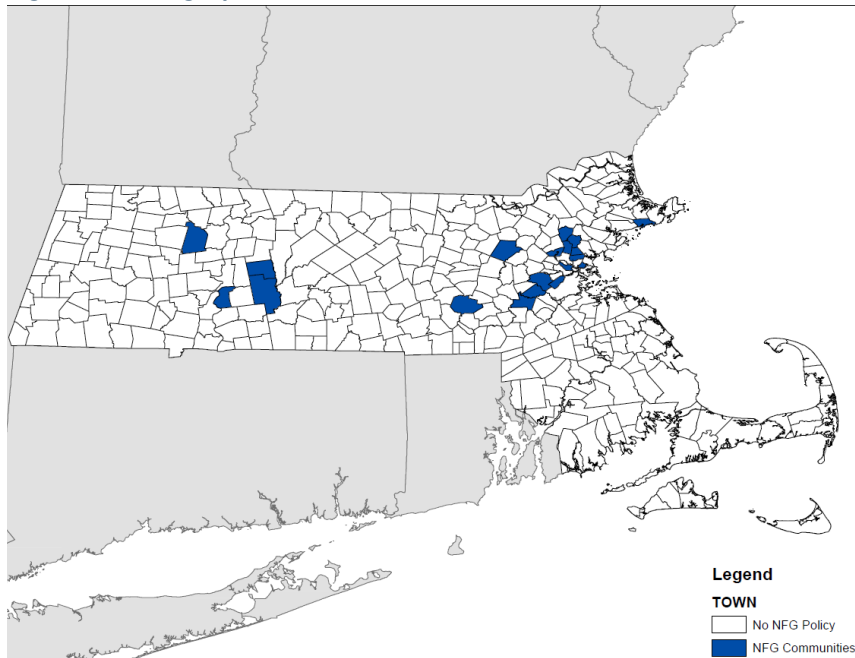


Impact of Nicotine Free Generation (NFG) Policies

NFG policies gradually reduce the number of people in a locality who can legally buy tobacco and nicotine products each year. As a result, NFG policies may gradually decrease product availability as retailers turn to alternate streams of revenue.

As of November 2025, there were 19 municipalities in Massachusetts with a NFG policy.

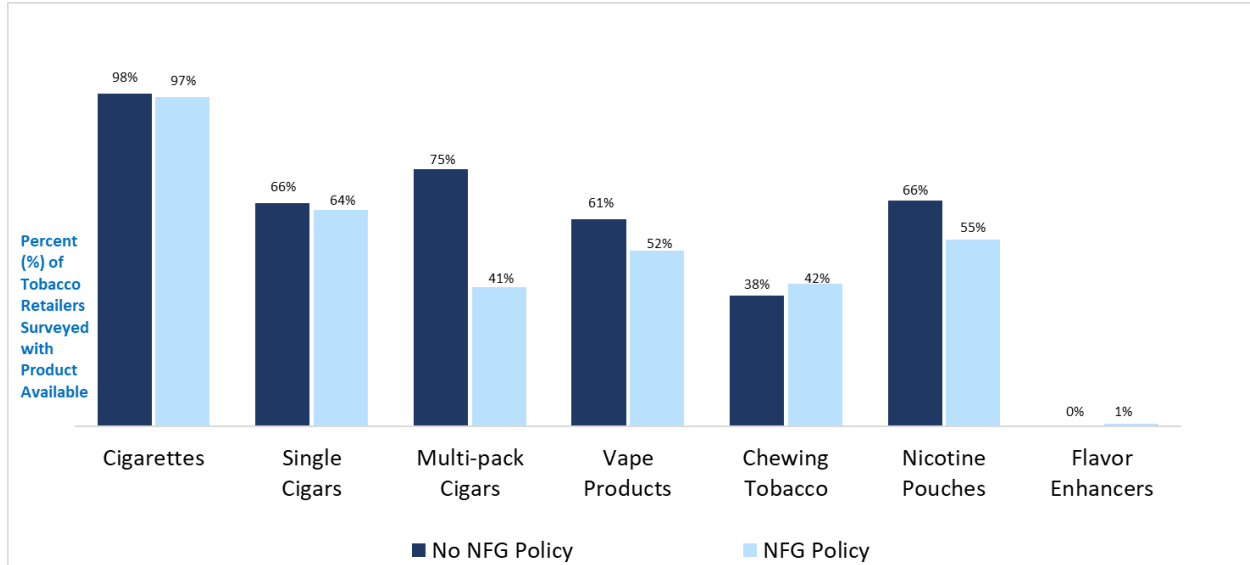
Figure 27. Geographic Distribution of Communities with Nicotine Free Generation (NFG) Policies



In FY25, there were some differences in availability of tobacco and nicotine products between municipalities with NFG and municipalities without, particularly for multi-pack cigars (41% vs 75%), vape products (52% vs 61%) and nicotine pouches (55% vs 66%). However, as the majority of NFG policies did not take effect until January 2025 or later, it is unlikely that these differences can be attributed to the NFG policy. These rates will continue to be monitored over time; as the number of people in current NFG municipalities who are able to purchase tobacco and nicotine products decreases, these differences

seen in availability of tobacco and nicotine products in municipalities with a NFG policy compared to those without may increase.

Figure 28. Tobacco Product Availability in Communities with and without Nicotine Free Generation (NFG) Policies



Takeaways

Based on data from the FY2025 pricing survey, vape products and nicotine pouches showed an increase in availability, cigars and chewing tobacco decreased, and cigarettes remained unchanged in FY2025 in Massachusetts as compared to the previous year. The largest increase in availability was for nicotine pouches, available at 50% of retailers in FY2023, 59% in FY2024 and 66% in FY2025. Prices of most tobacco products have increased from previous years.

Data continue to show the effectiveness of flavored policies. As observed from FY2021 to FY2024, the availability of mint, menthol, and wintergreen flavors was near 0% in FY2025 for all types of tobacco products, indicating that virtually all the sampled retailers were compliant with the menthol portion of 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 since increased sharply in FY2024 and FY2025. In FY2025, multi-pack cigars in other flavors were available in 35.9%, up from 16.8% of sampled retailers in the previous year. This increase is likely attributable to an increase in cigars in “sweet” flavors, which became more prevalent following the flavored tobacco restriction due to their ambiguous description and will be further monitored.

As in previous years, communities with cigar packaging regulations were observed to have lower availability and higher sales prices. This was also true in priority communities with a cigar packaging regulation. Overall, single cigars were available at 77% of retailers in cities and towns without regulations, and at 62% of retailers in regulated cities and towns. The difference in price for single cigars was observed to be \$2.21 in cities and towns without regulations and \$2.97 for cities and towns with regulations. In priority communities, single cigars were available at 82% of retailers in cities and towns without regulations, and in 67% of retailers in cities and towns with regulations. The average price of

single cigars in priority communities without regulations was \$1.86 compared to \$2.89 in cities and towns with regulations.

In recent years the availability of 5-pack cigars was observed to be close across communities with and without regulations and showed an inverse relationship to regulation in FY2025. The availability for 5-Pack cigars was 8% higher for retailers in areas with regulations, than in areas where regulations were not in place. Availability of these products was 20% and 12% respectively. Similar to the differences in the price for single cigars, the price of 5-pack cigars was more than \$1 higher in communities with local restrictions.

Starting in FY25, many communities implemented NFG policies, and as of November 2025 there were 19 communities with a NFG policy. These policies ban the sale of commercial tobacco/nicotine products to any person born on or after a fixed date, thereby gradually reducing the number of people in a locality who can legally buy tobacco and nicotine products each year. In FY25, availability of multi-pack cigars, vape products and nicotine pouches was lower in NFG communities (41%, 52%, and 55%, respectively) compared to those without a NFG policy (75%, 61%, 66%, respectively). Given the majority of NFG policies were recently implemented, it is unlikely that these differences can be attributed to the NFG policy but these rates will continue to be monitored over time.

Massachusetts has many free resources for quitting tobacco and nicotine products. Residents can call 1-800-QUIT-NOW, the Massachusetts Quitline for free counseling and quit medicines or visit mass.gov/quitting for free counseling and quit medicines) To anonymously report a flavored tobacco violation in a retailer establishment call (800) 992-1895.

Appendix A. FY2025 Pricing Survey Availability data by Surveyed Municipality

	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	4856	97%	4718	67%	3194	73%	3525	59%	2861	40%	1944	65%	3159
ABINGTON	21	100%	21	57%	12	76%	16	67%	14	57%	12	76%	16
ACTON	13	100%	13	69%	9	62%	8	62%	8	38%	5	77%	10
ADAMS	9	100%	9	56%	5	78%	7	78%	7	67%	6	78%	7
AGAWAM	9	100%	9	56%	5	89%	8	67%	6	67%	6	89%	8
AMESBURY	11	100%	11	73%	8	64%	7	36%	4	55%	6	55%	6
AMHERST	9	100%	9	67%	6	100%	9	67%	6	67%	6	78%	7
ANDOVER	11	100%	11	45%	5	55%	6	45%	5	27%	3	36%	4
ARLINGTON	16	100%	16	63%	10	.	.	38%	6	56%	9	38%	6
ASHBURNHAM	4	100%	4	.	.	75%	3	25%	1	25%	1	25%	1
ASHBY	3	100%	3	67%	2	100%	3	33%	1	.	.	33%	1
ASHFIELD	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
ATHOL	10	100%	10	40%	4	80%	8	50%	5	30%	3	70%	7
ATTLEBORO	45	91%	41	76%	34	89%	40	60%	27	47%	21	71%	32
AUBURN	18	100%	18	89%	16	83%	15	78%	14	67%	12	72%	13
AVON	4	100%	4	50%	2	50%	2	50%	2	50%	2	50%	2
AYER	10	90%	9	50%	5	70%	7	40%	4	40%	4	80%	8
BARNSTABLE	5	100%	5	80%	4	100%	5	60%	3	60%	3	100%	5
BARRE	2	100%	2	50%	1	50%	1	50%	1	50%	1	50%	1
BECKET	1	100%	1	100%	1	100%	1	.	.	100%	1	.	.
BELCHERTOWN	9	100%	9	56%	5	67%	6	56%	5	44%	4	78%	7
BELLINGHAM	21	95%	20	67%	14	86%	18	67%	14	43%	9	76%	16
BERKLEY	4	100%	4	100%	4	100%	4	75%	3	75%	3	100%	4
BERLIN	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
BERNARDSTON	2	100%	2	50%	1	50%	1	.	.	50%	1	50%	1
BEVERLY	30	97%	29	50%	15	83%	25	63%	19	27%	8	83%	25

	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
BILLERICA	32	100%	32	47%	15	75%	24	16%	5	59%	19	81%	26
BLACKSTONE	10	100%	10	100%	10	100%	10	.	.	50%	5	60%	6
BLANDFORD	3	100%	3	67%	2	67%	2	67%	2	67%	2	67%	2
BOLTON	2	100%	2	50%	1	50%	1	.	.	50%	1	50%	1
BOSTON	571	95%	545	63%	361	79%	453	64%	368	0%	2	64%	367
BOURNE	8	88%	7	75%	6	88%	7	75%	6	63%	5	88%	7
BOXBOROUGH	2	100%	2	100%	2	100%	2	50%	1	50%	1	100%	2
BOYLSTON	4	75%	3	100%	4	75%	3	50%	2	50%	2	50%	2
BRAINTREE	24	92%	22	75%	18	75%	18	67%	16	63%	15	71%	17
BREWSTER	7	100%	7	57%	4	86%	6	71%	5	57%	4	71%	5
BRIDGEWATER	18	100%	18	61%	11	89%	16	67%	12	50%	9	83%	15
BRIMFIELD	3	100%	3	33%	1	67%	2	33%	1	33%	1	67%	2
BROCKTON	92	99%	91	78%	72	89%	82	70%	64	29%	27	64%	59
BROOKFIELD	4	100%	4	75%	3	75%	3	50%	2	25%	1	75%	3
BROOKLINE	16	94%	15	38%	6	75%	12	56%	9	.	.	69%	11
BUCKLAND	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
BURLINGTON	17	100%	17	59%	10	.	.	6%	1	18%	3	.	.
CAMBRIDGE	61	100%	61	51%	31	44%	27	46%	28	30%	18	49%	30
CANTON	16	100%	16	94%	15	100%	16	.	.	69%	11	13%	2
CARVER	11	91%	10	64%	7	73%	8	64%	7	64%	7	64%	7
CHARLEMONT	2	100%	2	50%	1	100%	2	50%	1	50%	1	50%	1
CHARLTON	8	100%	8	75%	6	88%	7	88%	7	88%	7	88%	7
CHATHAM	8	88%	7	50%	4	63%	5	63%	5	50%	4	75%	6
CHELMSFORD	12	100%	12	67%	8	.	.	58%	7	58%	7	58%	7
CHELSEA	38	100%	38	76%	29	89%	34	74%	28	13%	5	39%	15
CHESHIRE	4	100%	4	75%	3	75%	3	75%	3	75%	3	75%	3
CHESTER	1	100%	1	100%	1	100%	1	100%	1	.	.	100%	1
CHICOPEE	59	98%	58	83%	49	90%	53	59%	35	32%	19	76%	45
CLINTON	12	100%	12	50%	6	75%	9	42%	5	42%	5	75%	9

	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
COHASSET	5	100%	5	60%	3	40%	2	40%	2	20%	1	20%	1
COLRAIN	1	100%	1	100%	1	100%	1	.	.	100%	1	.	.
CONCORD	9	100%	9	78%	7	.	.	56%	5	67%	6	67%	6
CONWAY	1	100%	1
CUMMINGTON	1	100%	1	.	.	100%	1	.	.	100%	1	.	.
DALTON	5	100%	5	100%	5	100%	5	80%	4	80%	4	80%	4
DANVERS	24	92%	22	58%	14	67%	16	71%	17	67%	16	63%	15
DARTMOUTH	26	100%	26	65%	17	88%	23	62%	16	31%	8	69%	18
DEDHAM	18	100%	18	61%	11	72%	13	.	.	50%	9	67%	12
DEERFIELD	5	100%	5	60%	3	60%	3	40%	2	60%	3	80%	4
DENNIS	8	88%	7	88%	7	88%	7	88%	7	38%	3	75%	6
DIGHTON	3	100%	3	67%	2	100%	3	100%	3	67%	2	100%	3
DOVER	2	100%	2	100%	2	100%	2	100%	2	50%	1	100%	2
DRACUT	17	100%	17	47%	8	82%	14	65%	11	41%	7	76%	13
DUDLEY	8	100%	8	75%	6	75%	6	38%	3	25%	2	75%	6
DUXBURY	6	100%	6	67%	4	67%	4	50%	3	67%	4	100%	6
EAST BRIDGEWATER	10	100%	10	70%	7	80%	8	80%	8	70%	7	90%	9
EAST BROOKFIELD	2	100%	2	50%	1	50%	1	50%	1	50%	1	50%	1
EASTHAM	2	100%	2	50%	1	50%	1	50%	1	50%	1	50%	1
EASTHAMPTON	12	100%	12	25%	3	67%	8	58%	7	58%	7	75%	9
EASTON	18	100%	18	33%	6	72%	13	56%	10	39%	7	83%	15
EGREMONT	1	100%	1
ERVING	2	100%	2	100%	2	100%	2	100%	2
ESSEX	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
EVERETT	42	98%	41	83%	35	81%	34	79%	33	33%	14	76%	32
FAIRHAVEN	18	100%	18	61%	11	72%	13	67%	12	56%	10	67%	12
FALL RIVER	111	99%	110	80%	89	87%	97	72%	80	22%	24	60%	67
FALMOUTH	8	100%	8	63%	5	100%	8	100%	8	75%	6	100%	8

	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
FITCHBURG	25	100%	25	64%	16	4%	1	28%	7	60%	15	48%	12
FOXBOROUGH	11	100%	11	91%	10	82%	9	55%	6	55%	6	82%	9
FRAMINGHAM	51	98%	50	67%	34	86%	44	82%	42	43%	22	88%	45
FRANKLIN	21	95%	20	67%	14	81%	17	81%	17	62%	13	90%	19
FREETOWN	7	100%	7	100%	7	100%	7	100%	7	100%	7	100%	7
GARDNER	19	100%	19	89%	17	95%	18	68%	13	79%	15	89%	17
GEORGETOWN	5	100%	5	20%	1	80%	4	40%	2	40%	2	60%	3
GILL	2	100%	2	.	.	50%	1	.	.	50%	1	50%	1
GLOUCESTER	28	100%	28	36%	10	79%	22	68%	19	43%	12	71%	20
GRAFTON	8	100%	8	88%	7	100%	8	100%	8	75%	6	100%	8
GRANBY	4	100%	4	50%	2	75%	3	75%	3	50%	2	75%	3
GRANVILLE	2	50%	1	.	.	50%	1
GREAT BARRINGTON	9	100%	9	89%	8	89%	8	67%	6	56%	5	78%	7
GREENFIELD	20	100%	20	35%	7	65%	13	65%	13	60%	12	65%	13
GROTON	5	100%	5	60%	3	.	.	40%	2	40%	2	40%	2
GROVELAND	5	100%	5	20%	1	60%	3	40%	2	40%	2	20%	1
HADLEY	7	100%	7	57%	4	86%	6	57%	4	71%	5	100%	7
HAMILTON	5	100%	5	100%	5	100%	5	60%	3	60%	3	80%	4
HAMPDEN	4	100%	4	50%	2	50%	2	50%	2	50%	2	50%	2
HANOVER	22	95%	21	73%	16	68%	15	55%	12	55%	12	73%	16
HARDWICK	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
HARVARD	1	100%	1	100%	1	100%	1	.	.
HARWICH	12	100%	12	75%	9	92%	11	50%	6	50%	6	83%	10
HATFIELD	2	100%	2	50%	1	100%	2	100%	2	100%	2	100%	2
HAVERHILL	50	100%	50	60%	30	84%	42	62%	31	40%	20	62%	31
HINGHAM	14	100%	14	50%	7	79%	11	57%	8	64%	9	86%	12
HINSDALE	1	100%	1	100%	1	100%	1	.	.	100%	1	100%	1
HOLBROOK	12	100%	12	58%	7	75%	9	58%	7	33%	4	75%	9

	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
HOLDEN	6	100%	6	50%	3	83%	5	67%	4	83%	5	67%	4
HOLLAND	2	100%	2	50%	1	100%	2	100%	2	.	.	100%	2
HOLYOKE	13	100%	13	62%	8	85%	11	46%	6	31%	4	54%	7
HOPEDALE	3	100%	3	67%	2	100%	3	100%	3	67%	2	100%	3
HUDSON	17	100%	17	65%	11	76%	13	71%	12	65%	11	71%	12
HULL	8	100%	8	100%	8	88%	7	38%	3	38%	3	88%	7
HUNTINGTON	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
IPSWICH	8	100%	8	50%	4	50%	4	50%	4	50%	4	38%	3
KINGSTON	17	100%	17	94%	16	94%	16	59%	10	71%	12	88%	15
LAKEVILLE	7	100%	7	100%	7	100%	7	86%	6	43%	3	100%	7
LANCASTER	4	100%	4	75%	3	100%	4	100%	4	25%	1	100%	4
LANESBOROUGH	5	80%	4	40%	2	60%	3	80%	4	40%	2	60%	3
LAWRENCE	60	95%	57	67%	40	92%	55	27%	16	18%	11	27%	16
LEE	11	100%	11	73%	8	91%	10	73%	8	82%	9	100%	11
LEICESTER	7	100%	7	43%	3	71%	5	71%	5	71%	5	71%	5
LENOX	4	75%	3	25%	1	50%	2	50%	2	50%	2	50%	2
LEOMINSTER	28	100%	28	75%	21	89%	25	61%	17	57%	16	89%	25
LINCOLN	1	100%	1
LITTLETON	7	100%	7	43%	3	57%	4	29%	2	57%	4	57%	4
LOWELL	93	98%	91	46%	43	65%	60	45%	42	17%	16	47%	44
LUDLOW	16	100%	16	50%	8	88%	14	75%	12	81%	13	88%	14
LUNENBURG	9	100%	9	89%	8	100%	9	89%	8	56%	5	100%	9
LYNN	105	100%	105	70%	74	1%	1	31%	33	54%	57	35%	37
LYNNFIELD	5	100%	5	.	.	60%	3	60%	3	20%	1	40%	2
MALDEN	33	88%	29	67%	22	.	.	48%	16	61%	20	55%	18
MANCHESTER	2	100%	2	100%	2	100%	2	50%	1	50%	1	100%	2
MARBLEHEAD	7	100%	7	57%	4	57%	4	43%	3	57%	4	57%	4
MARLBOROUGH	32	94%	30	69%	22	97%	31	84%	27	63%	20	97%	31
MARSHFIELD	13	100%	13	100%	13	85%	11	69%	9	77%	10	85%	11

	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
MASHPEE	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
MATTAPOISETT	5	100%	5	80%	4	60%	3	40%	2	40%	2	100%	5
MAYNARD	8	100%	8	50%	4	63%	5	50%	4	63%	5	88%	7
MEDFIELD	6	100%	6	33%	2	50%	3	50%	3	50%	3	50%	3
MEDFORD	42	98%	41	67%	28	2%	1	43%	18	57%	24	50%	21
MEDWAY	10	100%	10	60%	6	80%	8	70%	7	50%	5	70%	7
MELROSE	2	100%	2	50%	1	50%	1	50%	1
MENDON	6	100%	6	33%	2	100%	6	50%	3	50%	3	100%	6
MERRIMAC	2	100%	2	50%	1	100%	2	50%	1	.	.	100%	2
METHUEN	31	97%	30	39%	12	74%	23	42%	13	13%	4	42%	13
MIDDLEBOROUGH	17	100%	17	88%	15	94%	16	82%	14	76%	13	94%	16
MIDDLETON	13	92%	12	54%	7	85%	11	77%	10	38%	5	77%	10
MILFORD	29	97%	28	38%	11	79%	23	55%	16	41%	12	72%	21
MILLBURY	8	100%	8	38%	3	88%	7	50%	4	38%	3	88%	7
MILLIS	7	100%	7	29%	2	71%	5	71%	5	57%	4	71%	5
MILLVILLE	2	100%	2	100%	2	100%	2	50%	1
MILTON	6	100%	6	67%	4	100%	6	83%	5	100%	6	100%	6
MONSON	2	100%	2	50%	1	50%	1	50%	1	50%	1	.	.
MONTAGUE	5	100%	5	60%	3	80%	4	20%	1	20%	1	20%	1
NAHANT	2	100%	2	100%	2	100%	2	50%	1	100%	2	100%	2
NANTUCKET	12	100%	12	75%	9	75%	9	50%	6	33%	4	67%	8
NATICK	16	100%	16	81%	13	6%	1	50%	8	63%	10	56%	9
NEW BEDFORD	96	99%	95	80%	77	92%	88	72%	69	26%	25	67%	64
NEWBURY	4	100%	4	25%	1	75%	3	25%	1	25%	1	75%	3
NEWBURYPORT	11	100%	11	27%	3	73%	8	55%	6	45%	5	64%	7
NEWTON	16	100%	16	75%	12	.	.	19%	3	44%	7	38%	6
NORFOLK	5	100%	5	80%	4	80%	4	40%	2	60%	3	60%	3
NORTH ADAMS	8	88%	7	50%	4	63%	5	38%	3	25%	2	38%	3
NORTH ANDOVER	16	100%	16	38%	6	69%	11	6%	1	44%	7	56%	9

	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
NORTH ATTLEBORO	17	100%	17	71%	12	82%	14	53%	9	47%	8	65%	11
NORTH BROOKFIELD	4	100%	4	75%	3	75%	3	75%	3	75%	3	25%	1
NORTH READING	9	100%	9	56%	5	100%	9	78%	7	67%	6	56%	5
NORTHAMPTON	18	100%	18	50%	9	94%	17	78%	14	56%	10	11%	2
NORTHBOROUGH	12	100%	12	33%	4	83%	10	75%	9	67%	8	75%	9
NORTHBRIDGE	2	100%	2	100%	2	100%	2	50%	1	50%	1	50%	1
NORTHFIELD	2	100%	2	50%	1	50%	1	50%	1
NORTON	12	100%	12	92%	11	92%	11	83%	10	75%	9	92%	11
NORWELL	5	100%	5	80%	4	80%	4	60%	3	80%	4	100%	5
NORWOOD	25	100%	25	60%	15	84%	21	4%	1	52%	13	76%	19
OAKHAM	1	100%	1	100%	1	.	.	100%	1
ORANGE	4	100%	4	75%	3	100%	4	100%	4	75%	3	75%	3
ORLEANS	6	100%	6	50%	3	83%	5	67%	4	67%	4	50%	3
OTIS	3	100%	3	67%	2	67%	2	33%	1	67%	2	67%	2
OXFORD	16	100%	16	56%	9	94%	15	81%	13	69%	11	94%	15
PALMER	12	92%	11	42%	5	92%	11	83%	10	75%	9	83%	10
PAXTON	2	100%	2	.	.	50%	1	.	.	50%	1	.	.
PEABODY	45	93%	42	69%	31	60%	27	60%	27	40%	18	62%	28
PEMBROKE	19	95%	18	95%	18	89%	17	84%	16	68%	13	100%	19
PEPPERELL	5	100%	5	60%	3	60%	3	40%	2	40%	2	80%	4
PETERSHAM	1	100%	1	.	.	100%	1	.	.	100%	1	.	.
PHILLIPSTON	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
PITTSFIELD	37	100%	37	76%	28	89%	33	70%	26	59%	22	78%	29
PLAINVILLE	8	100%	8	63%	5	100%	8	63%	5	50%	4	88%	7
PLYMOUTH	32	97%	31	75%	24	84%	27	75%	24	69%	22	88%	28
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
PROVINCETOWN	8	63%	5	63%	5	38%	3	38%	3	25%	2	25%	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
QUINCY	56	100%	56	71%	40	77%	43	63%	35	46%	26	71%	40
RANDOLPH	34	100%	34	85%	29	85%	29	74%	25	38%	13	79%	27
RAYNHAM	16	100%	16	75%	12	88%	14	63%	10	44%	7	69%	11
READING	12	100%	12	50%	6	83%	10	83%	10	33%	4	83%	10
REHOBOTH	6	50%	3	100%	6	67%	4	67%	4	17%	1	33%	2
REVERE	27	100%	27	70%	19	85%	23	78%	21	.	.	67%	18
ROCKLAND	18	100%	18	83%	15	83%	15	72%	13	61%	11	72%	13
ROCKPORT	2	100%	2	50%	1	100%	2	100%	2	100%	2	100%	2
ROWLEY	7	86%	6	71%	5	57%	4	43%	3	29%	2	14%	1
RUSSELL	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
RUTLAND	5	100%	5	60%	3	80%	4	60%	3	80%	4	80%	4
SALEM	47	98%	46	40%	19	72%	34	60%	28	51%	24	45%	21
SALISBURY	9	100%	9	33%	3	56%	5	33%	3	22%	2	56%	5
SANDWICH	1	100%	1	.	.	100%	1	100%	1	100%	1	100%	1
SAUGUS	20	95%	19	75%	15	.	.	50%	10	50%	10	25%	5
SCITUATE	8	100%	8	50%	4	75%	6	75%	6	63%	5	75%	6
SEEKONK	22	100%	22	77%	17	91%	20	82%	18	55%	12	82%	18
SHARON	5	100%	5	60%	3	60%	3	40%	2	40%	2	40%	2
SHEFFIELD	3	100%	3	33%	1	33%	1	.	.	33%	1	33%	1
SHELBURNE	5	100%	5	60%	3	60%	3
SHIRLEY	4	100%	4	75%	3	100%	4	50%	2	25%	1	100%	4
SHREWSBURY	14	93%	13	64%	9	86%	12	71%	10	50%	7	71%	10
SOMERSET	21	100%	21	81%	17	95%	20	71%	15	48%	10	81%	17
SOMERVILLE	59	98%	58	71%	42	2%	1	34%	20	51%	30	41%	24
SOUTH HADLEY	9	100%	9	44%	4	89%	8	22%	2	67%	6	67%	6
SOUTHAMPTON	4	100%	4	50%	2	100%	4	25%	1	50%	2	75%	3
SOUTHBOROUGH	8	100%	8	63%	5	100%	8	75%	6	63%	5	100%	8
SOUTHBRIDGE	19	100%	19	84%	16	89%	17	58%	11	47%	9	68%	13
SOUTHWICK	10	90%	9	70%	7	80%	8	60%	6	50%	5	80%	8

	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
SPENCER	8	100%	8	25%	2	88%	7	75%	6	63%	5	75%	6
SPRINGFIELD	161	96%	155	85%	137	86%	138	52%	84	25%	41	50%	80
STERLING	4	100%	4	50%	2	100%	4	75%	3	100%	4	100%	4
STOCKBRIDGE	2	100%	2	50%	1	50%	1	50%	1	50%	1	50%	1
STONEHAM	14	100%	14	57%	8	79%	11	71%	10	64%	9	79%	11
STOUGHTON	31	100%	31	74%	23	77%	24	71%	22	55%	17	74%	23
STOW	3	100%	3	100%	3	67%	2	33%	1	33%	1	67%	2
STURBRIDGE	12	100%	12	83%	10	83%	10	58%	7	58%	7	75%	9
SUDBURY	5	100%	5	40%	2	40%	2	40%	2	20%	1	60%	3
SUNDERLAND	5	100%	5	60%	3	60%	3	40%	2	60%	3	80%	4
SUTTON	4	100%	4	100%	4	100%	4	75%	3	25%	1	100%	4
SWAMPSCOTT	8	100%	8	38%	3	63%	5	63%	5	50%	4	50%	4
SWANSEA	16	94%	15	63%	10	75%	12	56%	9	44%	7	56%	9
TAUNTON	56	98%	55	82%	46	91%	51	79%	44	45%	25	86%	48
TEMPLETON	5	100%	5	60%	3	80%	4	60%	3	80%	4	100%	5
TEWKSBURY	27	100%	27	70%	19	85%	23	81%	22	56%	15	78%	21
TOPSFIELD	4	100%	4	50%	2	50%	2	25%	1	50%	2	25%	1
TOWNSEND	6	100%	6	17%	1	67%	4	50%	3	50%	3	67%	4
TRURO	2	100%	2	50%	1	50%	1	50%	1
UPTON	5	100%	5	40%	2	40%	2	.	.	20%	1	40%	2
UXBRIDGE	13	100%	13	77%	10	100%	13	69%	9	69%	9	85%	11
WAKEFIELD	21	90%	19	52%	11	71%	15	71%	15	33%	7	81%	17
WALPOLE	19	95%	18	63%	12	74%	14	68%	13	53%	10	79%	15
WALTHAM	54	98%	53	67%	36	4%	2	35%	19	50%	27	37%	20
WARE	10	90%	9	70%	7	80%	8	90%	9	60%	6	80%	8
WAREHAM	24	100%	24	63%	15	88%	21	83%	20	58%	14	88%	21
WARREN	2	100%	2	100%	2	100%	2	50%	1	50%	1	50%	1
WATERTOWN	22	91%	20	64%	14	9%	2	23%	5	32%	7	27%	6
WAYLAND	8	100%	8	63%	5	75%	6	25%	2	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
WEBSTER	16	100%	16	81%	13	88%	14	50%	8	50%	8	69%	11
WELLESLEY	5	100%	5	60%	3	.	.	60%	3	40%	2	20%	1
WELLFLEET	6	100%	6	50%	3	50%	3	17%	1	17%	1	50%	3
WENDELL	1	100%	1	.	.	100%	1	.	.	100%	1	.	.
WENHAM	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
WEST BOYLSTON	7	100%	7	57%	4	71%	5	71%	5	43%	3	71%	5
WEST BRIDGEWATER	14	100%	14	93%	13	93%	13	86%	12	57%	8	86%	12
WEST BROOKFIELD	4	100%	4	25%	1	100%	4	100%	4	100%	4	100%	4
WEST NEWBURY	1	100%	1	.	.	100%	1
WEST SPRINGFIELD	26	100%	26	77%	20	92%	24	73%	19	50%	13	81%	21
WEST STOCKBRIDGE	2	100%	2	50%	1	50%	1	.	.	50%	1	100%	2
WESTBOROUGH	17	94%	16	82%	14	82%	14	76%	13	65%	11	94%	16
WESTFIELD	34	97%	33	79%	27	85%	29	68%	23	65%	22	71%	24
WESTFORD	7	86%	6	86%	6	.	.	57%	4	29%	2	29%	2
WESTMINSTER	4	100%	4	75%	3	75%	3	50%	2	75%	3	75%	3
WESTON	2	100%	2	100%	2	100%	2	100%	2	50%	1	100%	2
WESTPORT	17	100%	17	35%	6	82%	14	59%	10	41%	7	71%	12
WESTWOOD	4	100%	4	100%	4	100%	4	100%	4	100%	4	100%	4
WEYMOUTH	53	98%	52	47%	25	70%	37	62%	33	43%	23	68%	36
WHATELY	3	100%	3	.	.	100%	3	67%	2	67%	2	67%	2
WHITMAN	13	100%	13	85%	11	92%	12	85%	11	77%	10	92%	12
WILBRAHAM	6	100%	6	50%	3	83%	5	33%	2	50%	3	83%	5
WILLIAMSBURG	1	100%	1
WILLIAMSTOWN	4	100%	4	50%	2	50%	2	25%	1	25%	1	50%	2
WILMINGTON	16	100%	16	75%	12	88%	14	75%	12	63%	10	75%	12
WINCHENDON	7	100%	7	43%	3	100%	7	43%	3	29%	2	86%	6

	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
WINCHESTER	5	100%	5	40%	2	60%	3	60%	3	60%	3	40%	2
WINDSOR	2	100%	2	50%	1	100%	2
WINTHROP	13	100%	13	62%	8	62%	8	54%	7	.	.	69%	9
WOBURN	37	95%	35	54%	20	68%	25	62%	23	62%	23	51%	19
WORCESTER	174	99%	172	79%	137	89%	155	67%	117	42%	73	74%	128
WRENTHAM	8	100%	8	63%	5	75%	6	63%	5	50%	4	50%	4

Appendix B. Average Price of Tobacco Products by Town Surveyed, Pricing Survey FY2025

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
OVERALL	4773	\$13.60	\$12.71	\$8.80	\$2.74	\$1.40	\$8.45	\$11.78
ABINGTON	21	\$13.56	\$12.34	\$8.85	\$3.91	\$1.30	\$8.39	\$10.73
ACTON	13	\$14.31	\$13.10	\$8.97	\$4.26	\$1.45	\$8.18	\$9.10
ADAMS	9	\$13.59	\$12.37	\$9.03	\$2.40	\$1.73	\$8.56	\$13.56
AGAWAM	9	\$13.76	\$12.77	\$8.36	\$2.56	\$1.59	\$8.09	\$14.38
AMESBURY	11	\$13.48	\$12.54	\$9.46	\$3.09	\$1.10	\$9.41	\$10.66
AMHERST	9	\$13.98	\$12.73	\$8.42	\$2.72	\$1.58	\$8.93	\$15.09
ANDOVER	11	\$13.72	\$12.91	\$10.37	\$3.63	\$1.38	\$9.21	\$17.27
ARLINGTON	16	\$13.71	\$14.03	\$10.22	\$1.74	.	\$6.75	\$13.04
ASHBURNHAM	4	\$13.52	\$13.35	\$9.75	.	\$1.58	\$8.30	\$17.99
ASHBY	3	\$14.12	\$13.81	\$8.87	\$2.50	\$1.94	\$7.25	.
ASHFIELD	1	\$13.16	\$11.84	\$8.09	\$1.79	\$1.00	.	\$14.59
ATHOL	10	\$14.14	\$12.99	\$8.49	\$2.70	\$1.53	\$10.33	\$18.26
ATTLEBORO	45	\$12.93	\$11.77	\$8.14	\$2.96	\$1.39	\$8.13	\$11.29
AUBURN	18	\$13.57	\$12.41	\$8.44	\$2.84	\$1.11	\$8.02	\$10.14
AVON	4	\$13.40	\$12.77	\$8.82	\$3.00	\$0.80	\$8.75	\$17.50
AYER	10	\$13.46	\$12.44	\$8.60	\$2.69	\$1.22	\$8.32	\$8.07
BARNSTABLE	5	\$13.60	\$12.42	\$7.69	\$3.24	\$0.75	\$8.87	\$7.92
BARRE	2	\$13.41	\$12.64	\$7.56	\$1.29	\$0.90	\$6.50	\$15.45
BECKET	1	\$13.54	\$12.27	\$7.68	\$1.99	\$1.50	.	\$17.99
BELCHERTOWN	9	\$13.82	\$13.04	\$8.10	\$2.94	\$1.74	\$8.58	\$8.76

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
BELLINGHAM	21	\$13.56	\$12.40	\$8.32	\$2.11	\$1.61	\$8.37	\$9.63
BERKLEY	4	\$14.14	\$13.13	\$8.56	\$1.47	\$0.81	\$6.49	\$14.58
BERLIN	2	\$14.17	\$13.07	\$8.40	\$2.49	\$1.30	\$9.27	\$12.34
BERNARDSTON	2	\$13.94	\$13.76	\$8.33	\$1.79	\$0.60	.	\$17.29
BEVERLY	30	\$14.22	\$13.19	\$8.92	\$2.88	\$1.35	\$8.37	\$12.62
BILLERICA	32	\$13.97	\$12.71	\$8.81	\$3.80	\$1.41	\$10.00	\$11.67
BLACKSTONE	10	\$13.28	\$12.01	\$7.93	\$2.10	\$0.83	.	\$12.29
BLANDFORD	3	\$13.79	\$12.96	\$10.32	\$2.49	\$1.27	\$8.30	\$19.79
BOLTON	2	\$13.82	\$13.11	\$8.23	\$4.19	\$1.67	.	\$15.49
BOSTON	571	\$13.33	\$12.35	\$8.55	\$3.24	\$1.61	\$7.61	\$14.96
BOURNE	8	\$13.63	\$12.97	\$8.66	\$3.46	\$1.71	\$8.83	\$10.20
BOXBOROUGH	2	\$14.31	\$12.70	\$8.21	\$4.34	\$1.39	\$9.75	\$8.49
BOYLSTON	4	\$13.35	\$12.23	\$7.86	\$1.52	\$0.94	\$8.12	\$7.54
BRAINTREE	24	\$13.90	\$12.75	\$9.33	\$3.26	\$1.63	\$8.57	\$11.07
BREWSTER	7	\$13.74	\$12.53	\$8.37	\$3.64	\$1.48	\$8.86	\$10.44
BRIDGEWATER	18	\$13.58	\$12.60	\$8.81	\$4.60	\$1.44	\$8.44	\$10.75
BRIMFIELD	3	\$14.42	\$13.19	\$8.88	\$2.50	\$1.34	\$9.75	\$16.69
BROCKTON	92	\$13.58	\$12.50	\$8.49	\$2.75	\$1.45	\$8.36	\$9.90
BROOKFIELD	4	\$14.06	\$12.62	\$8.20	\$2.11	\$1.55	\$9.75	\$16.69
BROOKLINE	16	\$13.90	\$12.83	\$9.23	\$3.19	\$1.67	\$7.19	.
BUCKLAND	1	\$14.95	\$13.64	\$8.35	\$2.50	\$1.62	\$8.50	\$14.59
BURLINGTON	17	\$12.67	\$13.61	\$11.08	\$3.00	.	.	\$13.15
CAMBRIDGE	61	\$13.53	\$12.98	\$9.86	\$2.77	\$1.44	\$8.23	\$14.17
CANTON	16	\$13.94	\$12.73	\$8.81	\$2.12	\$1.17	.	\$13.51
CARVER	11	\$13.54	\$12.21	\$8.28	\$3.00	\$1.68	\$8.40	\$9.66

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
CHARLEMONT	2	\$14.67	\$13.27	\$8.37	\$2.50	\$1.49	\$14.00	\$15.59
CHARLTON	8	\$14.00	\$13.02	\$8.49	\$2.53	\$1.40	\$8.82	\$13.75
CHATHAM	8	\$13.83	\$12.42	\$8.98	\$6.59	\$1.60	\$12.69	\$10.59
CHELMSFORD	12	\$13.67	\$14.17	\$10.20	\$2.67	.	\$9.45	\$13.11
CHELSEA	38	\$13.77	\$12.66	\$8.56	\$2.99	\$1.64	\$9.53	\$11.61
CHESHIRE	4	\$13.61	\$12.79	\$8.40	\$1.84	\$0.86	\$7.62	\$16.14
CHESTER	1	\$15.00	\$13.97	\$7.99	\$2.39	\$1.20	\$5.00	.
CHICOPEE	59	\$13.97	\$12.88	\$8.38	\$1.71	\$1.00	\$8.53	\$14.15
CLINTON	12	\$14.01	\$12.85	\$8.48	\$3.10	\$1.65	\$9.22	\$13.54
COHASSET	5	\$13.97	\$12.52	\$11.85	\$2.59	\$1.02	\$9.50	\$10.49
COLRAIN	1	\$14.39	\$13.11	\$8.06	\$2.90	\$1.48	.	\$15.99
CONCORD	9	\$13.79	\$14.32	\$10.56	\$2.61	.	\$7.17	\$12.88
CONWAY	1	\$14.00
CUMMINGTON	1	\$13.99	\$13.59	\$12.69	.	\$1.60	.	\$14.99
DALTON	5	\$13.67	\$12.45	\$8.72	\$2.06	\$1.33	\$8.02	\$11.86
DANVERS	24	\$14.19	\$13.17	\$8.52	\$2.84	\$1.70	\$8.39	\$8.65
DARTMOUTH	26	\$13.54	\$12.39	\$8.32	\$1.74	\$0.84	\$9.13	\$9.23
DEDHAM	18	\$13.69	\$12.94	\$9.48	\$3.76	\$1.36	.	\$11.58
DEERFIELD	5	\$13.98	\$12.68	\$7.90	\$2.63	\$1.79	\$8.72	\$16.06
DENNIS	8	\$13.66	\$12.27	\$8.54	\$2.58	\$1.21	\$12.29	\$9.13
DIGHTON	3	\$13.45	\$12.48	\$7.84	\$2.89	\$0.88	.	\$11.94
DOVER	2	\$14.27	\$13.01	\$8.61	\$5.90	\$1.65	\$7.50	\$16.99
DRACUT	17	\$13.79	\$12.85	\$8.69	\$2.45	\$1.24	\$9.22	\$8.71
DUDLEY	8	\$14.17	\$13.08	\$8.25	\$2.37	\$1.40	\$8.15	\$13.45
DUXBURY	6	\$13.68	\$12.62	\$9.08	\$3.82	\$1.50	\$8.28	\$11.13

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
EAST BRIDGEWATER	10	\$13.43	\$12.23	\$8.73	\$2.94	\$0.82	\$7.27	\$8.73
EAST BROOKFIELD	2	\$14.44	\$13.05	\$10.74	\$2.79	\$1.27	\$8.45	\$9.09
EASTHAM	2	\$14.29	\$13.20	\$11.75	\$2.15	\$0.85	\$8.45	\$4.60
EASTHAMPTON	12	\$14.35	\$13.06	\$8.95	\$2.09	\$1.48	\$8.93	\$14.04
EASTON	18	\$13.16	\$12.13	\$8.77	\$4.29	\$1.34	\$9.15	\$13.04
EGREMONT	1	\$14.40	\$14.53	\$13.33
ERVING	2	\$14.27	\$12.99	\$7.68	\$2.22	\$1.59	.	.
ESSEX	2	\$14.49	\$13.05	\$8.45	\$2.55	\$1.27	\$8.07	\$12.09
EVERETT	42	\$14.00	\$12.83	\$9.03	\$2.94	\$1.50	\$9.72	\$11.58
FAIRHAVEN	18	\$13.43	\$12.40	\$8.27	\$4.72	\$1.20	\$8.91	\$12.08
FALL RIVER	111	\$12.79	\$11.82	\$8.04	\$1.58	\$0.72	\$8.06	\$10.82
FALMOUTH	8	\$13.90	\$12.68	\$8.18	\$3.87	\$1.69	\$8.36	\$6.27
FITCHBURG	25	\$13.46	\$13.85	\$10.30	\$1.96	\$1.88	\$8.62	\$13.26
FOXBOROUGH	11	\$13.70	\$12.62	\$8.66	\$3.23	\$1.75	\$9.79	\$11.84
FRAMINGHAM	51	\$14.01	\$12.80	\$8.45	\$2.63	\$1.48	\$8.61	\$11.44
FRANKLIN	21	\$13.60	\$12.39	\$8.49	\$3.60	\$1.26	\$7.79	\$13.53
FREETOWN	7	\$13.33	\$12.10	\$8.10	\$1.36	\$0.81	\$8.70	\$11.39
GARDNER	19	\$14.37	\$13.29	\$8.42	\$3.10	\$1.63	\$8.20	\$12.22
GEORGETOWN	5	\$13.71	\$13.26	\$8.35	.	\$1.25	.	\$10.22
GILL	2	\$14.39	\$13.16	\$8.80	.	\$1.41	.	\$19.39
GLOUCESTER	28	\$14.37	\$13.02	\$9.17	\$2.94	\$1.49	\$8.71	\$12.16
GRAFTON	8	\$13.59	\$12.92	\$8.71	\$4.22	\$1.91	\$6.69	\$9.35
GRANBY	4	\$13.93	\$12.94	\$8.31	\$2.50	\$1.44	\$8.45	\$15.92
GRANVILLE	2	\$13.31	.	\$13.31	.	\$1.78	.	.
GREAT BARRINGTON	9	\$13.87	\$12.86	\$9.39	\$2.64	\$1.52	\$9.25	\$13.70

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
GREENFIELD	20	\$14.10	\$12.90	\$8.22	\$2.43	\$1.57	\$10.95	\$15.28
GROTON	5	\$14.13	\$14.03	\$12.03	\$2.30	.	.	\$15.00
GROVELAND	5	\$13.30	\$12.19	\$8.96	\$1.19	.	.	\$7.03
HADLEY	7	\$13.97	\$12.96	\$8.89	\$2.53	\$1.60	\$9.71	\$15.03
HAMILTON	5	\$13.99	\$12.58	\$8.30	\$3.28	\$1.88	\$9.41	\$11.42
HAMPDEN	4	\$14.47	\$13.19	\$8.47	\$1.99	\$1.20	\$10.37	\$16.09
HANOVER	22	\$12.80	\$11.96	\$8.59	\$1.81	\$0.90	\$8.14	\$10.16
HARDWICK	2	\$14.21	\$12.82	\$8.39	\$2.40	\$1.10	\$8.45	\$11.95
HARVARD	1	\$14.45	\$14.80	\$10.78	\$5.99	.	.	\$14.99
HARWICH	12	\$13.61	\$12.47	\$9.00	\$5.24	\$1.39	\$9.27	\$9.46
HATFIELD	2	\$14.00	\$13.09	\$8.32	\$2.49	\$1.46	\$7.50	\$12.49
HAVERHILL	50	\$13.39	\$12.31	\$8.41	\$2.71	\$1.33	\$7.69	\$8.20
HINGHAM	14	\$13.41	\$12.51	\$9.24	\$2.33	\$1.16	\$7.58	\$13.76
HINSDALE	1	\$13.88	\$12.38	\$7.95	\$1.19	\$1.00	.	\$7.99
HOLBROOK	12	\$13.38	\$12.13	\$7.90	\$3.56	\$1.24	\$8.76	\$11.70
HOLDEN	6	\$13.50	\$12.21	\$8.55	\$3.00	\$1.48	\$7.63	\$9.84
HOLLAND	2	\$14.31	\$13.03	\$7.94	\$1.79	\$1.36	\$12.12	.
HOLYOKE	13	\$13.67	\$12.53	\$8.02	\$2.39	\$1.40	\$7.74	\$13.51
HOPEDALE	3	\$13.42	\$12.37	\$8.94	\$2.08	\$1.31	\$9.11	\$7.75
HUDSON	17	\$14.22	\$12.92	\$8.39	\$2.48	\$1.45	\$8.64	\$11.25
HULL	8	\$13.48	\$12.24	\$8.70	\$2.91	\$1.34	\$14.66	\$12.54
HUNTINGTON	1	\$14.29	\$13.11	\$8.30	\$1.99	\$1.90	\$6.50	\$13.99
IPSWICH	8	\$13.98	\$13.10	\$9.36	\$5.45	\$1.24	\$8.32	\$7.66
KINGSTON	17	\$13.28	\$12.10	\$8.41	\$2.63	\$1.36	\$7.70	\$10.99
LAKEVILLE	7	\$13.69	\$12.78	\$8.14	\$1.91	\$0.89	\$7.56	\$8.99

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
LANCASTER	4	\$13.24	\$12.24	\$8.51	\$2.60	\$1.73	\$9.96	\$7.49
LANESBOROUGH	5	\$14.11	\$13.26	\$8.81	\$2.50	\$1.92	\$9.88	\$14.25
LAWRENCE	60	\$13.58	\$12.80	\$9.17	\$2.60	\$1.39	\$6.97	\$9.59
LEE	11	\$14.06	\$13.19	\$8.97	\$3.07	\$1.83	\$8.90	\$16.07
LEICESTER	7	\$13.72	\$12.39	\$8.26	\$2.51	\$0.99	\$6.95	\$10.31
LENOX	4	\$14.02	\$12.88	\$8.89	\$3.00	\$1.25	\$11.87	\$15.34
LEOMINSTER	28	\$14.15	\$13.15	\$8.73	\$3.49	\$1.66	\$8.29	\$10.39
LINCOLN	1	\$14.30	\$14.75	\$10.20
LITTLETON	7	\$14.05	\$12.97	\$9.11	\$2.56	\$1.40	\$9.25	\$8.97
LOWELL	93	\$13.76	\$12.84	\$8.72	\$2.88	\$1.42	\$8.52	\$10.02
LUDLOW	16	\$13.72	\$12.80	\$8.76	\$2.44	\$1.66	\$8.32	\$13.08
LUNENBURG	9	\$14.03	\$12.99	\$8.10	\$2.13	\$1.18	\$8.16	\$9.96
LYNN	105	\$13.11	\$13.43	\$10.62	\$2.23	\$2.00	\$7.69	\$12.58
LYNNFIELD	5	\$13.90	\$12.81	\$8.77	.	\$1.63	\$7.43	\$6.35
MALDEN	33	\$13.58	\$14.00	\$10.20	\$2.53	.	\$7.98	\$12.98
MANCHESTER	2	\$14.23	\$14.61	\$9.18	\$3.80	\$1.78	\$11.00	\$19.78
MARBLEHEAD	7	\$14.04	\$13.34	\$10.36	\$3.55	\$1.72	\$8.57	\$6.54
MARLBOROUGH	32	\$13.92	\$12.80	\$8.18	\$3.29	\$1.57	\$7.75	\$11.66
MARSHFIELD	13	\$13.36	\$12.38	\$8.89	\$3.55	\$0.72	\$8.38	\$11.44
MASHPEE	2	\$13.84	\$12.64	\$7.06	\$2.50	\$0.65	\$9.38	\$7.73
MATTAPOISETT	5	\$14.30	\$12.73	\$8.00	\$2.26	\$1.30	\$7.75	\$11.34
MAYNARD	8	\$13.73	\$12.80	\$8.85	\$2.66	\$1.27	\$7.80	\$9.45
MEDFIELD	6	\$13.85	\$12.54	\$9.22	\$7.39	\$1.21	\$6.70	\$10.36
MEDFORD	42	\$13.45	\$13.85	\$10.36	\$1.85	\$0.75	\$7.71	\$13.30
MEDWAY	10	\$13.58	\$12.28	\$8.58	\$3.19	\$1.58	\$9.68	\$9.10

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
MELROSE	2	\$13.02	\$13.32	\$9.89	\$2.15	.	.	\$12.05
MENDON	6	\$13.72	\$12.82	\$8.08	\$4.25	\$1.54	\$11.25	\$12.32
MERRIMAC	2	\$13.97	\$12.67	\$10.15	\$2.12	\$0.54	\$7.50	.
METHUEN	31	\$13.80	\$12.85	\$9.03	\$3.18	\$1.36	\$12.24	\$9.31
MIDDLEBOROUGH	17	\$13.80	\$12.37	\$8.21	\$2.89	\$1.97	\$8.06	\$11.37
MIDDLETON	13	\$13.62	\$12.69	\$8.30	\$4.16	\$1.44	\$7.40	\$8.39
MILFORD	29	\$13.58	\$12.41	\$8.79	\$3.03	\$1.23	\$8.19	\$10.97
MILLBURY	8	\$13.88	\$12.57	\$8.32	\$6.49	\$1.48	\$9.87	\$8.15
MILLIS	7	\$13.04	\$12.14	\$8.13	\$3.99	\$1.34	\$9.77	\$10.87
MILLVILLE	2	\$14.00	\$12.00	\$8.38	\$2.19	\$1.27	.	.
MILTON	6	\$13.56	\$12.67	\$9.41	\$4.17	\$1.31	\$7.18	\$14.66
MONSON	2	\$13.78	\$13.56	\$7.91	\$1.99	\$1.05	\$9.50	\$16.69
MONTAGUE	5	\$13.89	\$12.82	\$8.63	\$2.84	\$1.08	\$2.20	\$19.89
NAHANT	2	\$14.14	\$12.52	\$8.96	\$2.49	\$1.02	\$7.50	\$11.54
NANTUCKET	12	\$14.58	\$14.07	\$12.25	\$4.38	\$1.74	\$13.32	\$11.34
NATICK	16	\$13.30	\$13.76	\$11.25	\$2.77	\$2.50	\$8.20	\$14.40
NEW BEDFORD	96	\$13.07	\$12.02	\$7.93	\$2.83	\$2.07	\$8.80	\$11.68
NEWBURY	4	\$14.02	\$12.87	\$9.78	\$5.99	\$1.50	\$11.45	\$15.99
NEWBURYPORT	11	\$13.72	\$12.46	\$9.52	\$4.32	\$1.38	\$8.65	\$11.68
NEWTON	16	\$13.06	\$13.71	\$10.63	\$2.58	.	\$6.50	\$13.34
NORFOLK	5	\$13.61	\$12.74	\$8.10	\$4.74	\$1.45	\$8.17	\$13.02
NORTH ADAMS	8	\$14.23	\$13.36	\$8.79	\$2.38	\$1.47	\$12.11	\$17.94
NORTH ANDOVER	16	\$13.60	\$12.64	\$9.40	\$2.60	\$1.36	\$9.41	\$11.32
NORTH ATTLEBORO	17	\$13.38	\$12.35	\$9.24	\$4.06	\$1.29	\$7.82	\$9.06
NORTH BROOKFIELD	4	\$14.03	\$13.48	\$7.91	\$2.23	\$1.00	\$9.25	\$16.75

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
NORTH READING	9	\$13.55	\$12.51	\$8.82	\$3.68	\$1.75	\$9.31	\$8.86
NORTHAMPTON	18	\$13.96	\$12.86	\$8.28	\$2.84	\$1.58	\$9.51	\$13.28
NORTHBOROUGH	12	\$13.68	\$12.56	\$8.67	\$4.38	\$1.46	\$6.97	\$12.73
NORTHBRIDGE	2	\$13.54	\$12.42	\$9.61	\$1.75	\$1.03	\$14.00	\$8.49
NORTHFIELD	2	\$14.14	\$12.95	\$8.83	\$1.19	\$0.60	.	.
NORTON	12	\$13.28	\$12.49	\$8.16	\$3.01	\$1.10	\$7.29	\$11.97
NORWELL	5	\$13.27	\$12.68	\$8.80	\$3.37	\$1.17	\$8.95	\$11.59
NORWOOD	25	\$13.72	\$12.38	\$8.25	\$3.07	\$1.50	\$8.50	\$13.23
OAKHAM	1	\$14.81	\$13.72	\$9.49
ORANGE	4	\$14.16	\$12.85	\$7.84	\$2.50	\$1.19	\$10.48	\$15.56
ORLEANS	6	\$14.23	\$13.11	\$9.17	\$6.32	\$1.22	\$10.92	\$6.38
OTIS	3	\$14.43	\$13.24	\$8.32	\$2.59	\$1.99	\$9.00	\$18.24
OXFORD	16	\$13.63	\$12.48	\$8.77	\$2.62	\$1.71	\$8.65	\$10.59
PALMER	12	\$13.43	\$12.35	\$8.15	\$2.69	\$1.42	\$8.22	\$15.00
PAXTON	2	\$13.91	\$13.10	\$8.11	.	\$1.67	.	\$12.00
PEABODY	45	\$13.86	\$13.25	\$9.47	\$2.97	\$1.68	\$8.16	\$11.95
PEMBROKE	19	\$13.63	\$12.47	\$8.06	\$2.79	\$1.14	\$9.66	\$10.88
PEPPERELL	5	\$14.24	\$13.00	\$10.07	\$2.42	\$1.48	\$9.08	\$11.96
PETERSHAM	1	\$13.74	.	\$8.67	.	\$1.80	.	\$13.99
PHILLIPSTON	1	\$15.00	\$13.75	\$8.25	\$3.60	\$1.33	\$9.00	\$14.99
PITTSFIELD	37	\$13.59	\$12.53	\$8.08	\$2.91	\$1.73	\$9.01	\$15.57
PLAINVILLE	8	\$13.19	\$12.31	\$8.31	\$4.56	\$1.33	\$8.32	\$10.78
PLYMOUTH	32	\$13.71	\$12.60	\$8.50	\$2.65	\$1.56	\$8.30	\$8.57
PLYMPTON	2	\$14.25	\$13.00	\$8.07	\$1.94	\$0.83	\$8.37	\$14.60
PRINCETON	1	\$13.98	\$12.70	\$7.81	.	\$1.50	\$6.25	\$10.99

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
PROVINCETOWN	8	\$13.91	\$13.07	\$10.45	\$3.57	\$1.41	\$7.72	\$15.54
QUINCY	56	\$13.41	\$12.35	\$8.69	\$2.05	\$1.09	\$8.78	\$10.25
RANDOLPH	34	\$13.67	\$12.72	\$8.39	\$1.99	\$1.08	\$8.73	\$10.82
RAYNHAM	16	\$13.05	\$12.10	\$8.31	\$3.15	\$0.97	\$9.14	\$9.65
READING	12	\$14.35	\$13.03	\$8.55	\$2.52	\$1.28	\$8.52	\$12.84
REHOBOTH	6	\$12.95	\$11.88	\$8.69	\$3.19	\$1.16	\$7.41	\$7.19
REVERE	27	\$13.51	\$12.52	\$9.05	\$3.01	\$1.60	\$7.15	.
ROCKLAND	18	\$13.40	\$12.36	\$8.58	\$2.18	\$1.10	\$8.74	\$11.99
ROCKPORT	2	\$14.39	\$12.82	\$10.20	\$2.51	\$1.41	\$9.25	\$9.94
ROWLEY	7	\$13.60	\$12.23	\$9.31	\$3.45	\$1.60	.	\$11.96
RUSSELL	2	\$13.66	\$12.46	\$8.99	\$2.44	\$1.56	\$7.66	\$15.79
RUTLAND	5	\$14.26	\$13.04	\$8.67	\$2.01	\$1.32	\$9.50	\$11.41
SALEM	47	\$13.74	\$12.73	\$8.41	\$2.98	\$1.50	\$8.92	\$9.37
SALISBURY	9	\$13.18	\$12.49	\$8.40	\$1.99	\$1.27	\$10.00	\$10.99
SANDWICH	1	\$13.95	\$12.67	\$8.09	.	\$0.29	\$10.00	\$7.29
SAUGUS	20	\$13.46	\$13.85	\$10.05	\$2.65	.	\$8.16	\$13.14
SCITUATE	8	\$13.49	\$12.68	\$9.63	\$3.23	\$1.21	\$9.93	\$10.53
SEEKONK	22	\$12.91	\$12.01	\$8.42	\$2.87	\$1.02	\$8.05	\$7.63
SHARON	5	\$13.53	\$12.64	\$8.74	\$3.60	\$0.90	\$8.40	\$11.54
SHEFFIELD	3	\$13.85	\$13.08	\$9.08	\$1.89	\$1.73	.	\$15.69
SHELBURNE	5	\$14.09	\$13.13	\$9.01	.	.	.	\$16.49
SHIRLEY	4	\$13.77	\$12.98	\$8.89	\$2.41	\$1.50	\$7.93	\$14.93
SHREWSBURY	14	\$13.82	\$12.94	\$8.89	\$3.04	\$1.60	\$8.59	\$9.18
SOMERSET	21	\$13.36	\$12.39	\$8.10	\$2.18	\$1.05	\$8.38	\$10.53
SOMERVILLE	59	\$13.42	\$13.76	\$10.56	\$2.87	\$2.50	\$7.64	\$13.12

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
SOUTH HADLEY	9	\$14.15	\$13.16	\$8.54	\$2.75	\$1.60	\$8.20	\$14.46
SOUTHAMPTON	4	\$14.25	\$13.37	\$8.44	\$2.50	\$1.81	\$9.75	\$14.69
SOUTHBOROUGH	8	\$13.69	\$13.05	\$8.02	\$2.55	\$2.05	\$8.23	\$10.34
SOUTHBRIDGE	19	\$13.84	\$12.71	\$8.15	\$1.88	\$1.23	\$5.90	\$10.96
SOUTHWICK	10	\$13.30	\$12.41	\$7.89	\$1.80	\$1.17	\$7.71	\$13.86
SPENCER	8	\$13.85	\$12.92	\$8.29	\$4.25	\$1.52	\$7.42	\$12.19
SPRINGFIELD	161	\$13.42	\$12.46	\$8.38	\$1.51	\$0.85	\$8.92	\$12.19
STERLING	4	\$13.98	\$12.79	\$8.41	\$2.39	\$1.25	\$7.58	\$12.55
STOCKBRIDGE	2	\$14.15	\$13.05	\$9.83	\$2.49	\$1.33	\$8.46	\$17.92
STONEHAM	14	\$13.85	\$12.76	\$8.70	\$3.33	\$1.63	\$7.77	\$8.98
STOUGHTON	31	\$13.20	\$12.22	\$8.44	\$3.29	\$1.45	\$9.29	\$11.83
STOW	3	\$14.15	\$13.03	\$11.17	\$5.16	\$1.22	\$7.25	\$15.99
STURBRIDGE	12	\$14.17	\$13.25	\$9.07	\$1.81	\$1.21	\$9.83	\$15.29
SUDBURY	5	\$14.43	\$13.17	\$9.86	\$3.84	\$1.47	\$10.47	\$8.99
SUNDERLAND	5	\$14.01	\$12.85	\$8.52	\$2.50	\$1.25	\$6.00	\$12.82
SUTTON	4	\$13.88	\$12.73	\$8.50	\$2.07	\$0.92	\$6.29	\$8.54
SWAMPSCOTT	8	\$13.97	\$13.32	\$9.65	\$3.58	\$2.06	\$8.06	\$10.23
SWANSEA	16	\$13.63	\$12.35	\$8.40	\$2.15	\$0.75	\$7.25	\$10.18
TAUNTON	56	\$13.74	\$12.61	\$8.12	\$1.68	\$1.00	\$8.92	\$11.32
TEMPLETON	5	\$13.92	\$13.05	\$8.65	\$2.56	\$1.34	\$8.38	\$13.77
TEWKSBURY	27	\$14.17	\$12.96	\$8.60	\$2.98	\$1.61	\$9.30	\$13.82
TOPSFIELD	4	\$13.93	\$13.17	\$8.98	\$2.68	\$1.30	.	\$11.84
TOWNSEND	6	\$13.88	\$12.80	\$9.12	\$5.09	\$1.97	\$9.33	\$8.72
TRURO	2	\$13.49	\$13.39	\$12.00	\$1.87	\$1.85	.	.
UPTON	5	\$13.86	\$12.75	\$9.24	\$1.95	\$1.71	.	\$7.79

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
UXBRIDGE	13	\$13.47	\$12.39	\$8.26	\$2.52	\$1.46	\$8.74	\$12.23
WAKEFIELD	21	\$14.15	\$12.95	\$9.02	\$3.49	\$1.55	\$8.37	\$13.29
WALPOLE	19	\$13.79	\$12.94	\$9.22	\$2.90	\$1.45	\$9.63	\$12.13
WALTHAM	54	\$13.13	\$13.66	\$10.69	\$2.68	\$3.75	\$6.79	\$13.27
WARE	10	\$13.51	\$12.46	\$8.08	\$2.78	\$1.54	\$7.52	\$13.08
WAREHAM	24	\$13.73	\$12.64	\$7.99	\$2.48	\$1.46	\$8.39	\$10.64
WARREN	2	\$14.12	\$12.82	\$8.63	\$2.04	\$1.21	.	\$7.99
WATERTOWN	22	\$13.61	\$13.88	\$10.35	\$1.67	\$0.75	\$7.71	\$14.00
WAYLAND	8	\$14.45	\$13.14	\$8.00	\$2.54	\$1.61	\$9.75	\$12.87
WEBSTER	16	\$13.82	\$12.78	\$8.22	\$2.48	\$1.03	\$8.80	\$11.63
WELLESLEY	5	\$13.21	\$13.56	\$10.27	\$2.09	.	\$8.75	\$12.25
WELLFLEET	6	\$14.18	\$13.42	\$11.54	\$7.22	\$0.75	\$8.45	\$5.54
WENDELL	1	\$14.39	\$13.33	.	.	\$1.71	.	.
WENHAM	1	\$13.97	\$12.70	\$8.46	\$1.88	\$1.18	\$13.00	\$16.99
WEST BOYLSTON	7	\$13.87	\$12.35	\$8.33	\$2.94	\$1.57	\$7.37	\$10.73
WEST BRIDGEWATER	14	\$13.27	\$12.12	\$8.66	\$3.44	\$1.44	\$7.59	\$9.83
WEST BROOKFIELD	4	\$14.04	\$12.97	\$7.85	\$1.39	\$0.95	\$9.15	\$13.39
WEST NEWBURY	1	\$13.48	.	\$10.11	.	\$1.10	.	.
WEST SPRINGFIELD	26	\$13.68	\$12.48	\$8.36	\$2.33	\$1.67	\$8.52	\$11.85
WEST STOCKBRIDGE	2	\$14.41	\$13.12	\$8.66	\$2.25	\$1.55	.	\$16.96
WESTBOROUGH	17	\$13.73	\$12.54	\$9.10	\$2.44	\$1.22	\$7.27	\$10.77
WESTFIELD	34	\$13.98	\$12.98	\$8.40	\$2.38	\$1.46	\$8.11	\$15.21
WESTFORD	7	\$13.78	\$14.29	\$10.18	\$3.50	.	\$7.83	\$13.49
WESTMINSTER	4	\$14.54	\$13.24	\$8.78	\$2.59	\$1.93	\$9.00	\$9.54
WESTON	2	\$14.66	\$13.42	\$8.85	\$2.40	\$1.57	\$10.69	\$9.29

	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigars	Unit Price Multi-Pack Cigars	Cheapest Vape Device	Cheapest Nicotine Pouches
WESTPORT	17	\$13.09	\$11.84	\$8.19	\$3.72	\$1.39	\$8.39	\$11.49
WESTWOOD	4	\$14.34	\$13.14	\$9.76	\$3.00	\$1.23	\$6.96	\$9.76
WEYMOUTH	53	\$13.60	\$12.52	\$8.99	\$3.46	\$1.47	\$9.65	\$11.51
WHATELY	3	\$14.27	\$12.98	\$8.79	.	\$1.61	\$8.23	\$16.03
WHITMAN	13	\$13.60	\$12.46	\$8.12	\$1.64	\$0.91	\$8.29	\$11.39
WILBRAHAM	6	\$13.43	\$12.29	\$8.18	\$2.53	\$1.61	\$8.66	\$17.12
WILLIAMSBURG	1	\$13.09	\$12.39	\$8.29
WILLIAMSTOWN	4	\$13.97	\$12.36	\$9.91	\$2.76	\$1.42	\$9.75	\$5.49
WILMINGTON	16	\$13.81	\$12.84	\$9.05	\$2.24	\$1.15	\$8.59	\$12.01
WINCHENDON	7	\$14.37	\$13.21	\$8.27	\$2.50	\$1.54	\$8.90	\$16.71
WINCHESTER	5	\$14.53	\$13.16	\$9.29	\$5.41	\$1.01	\$6.64	\$9.84
WINDSOR	2	\$14.07	\$12.79	\$9.28	\$2.19	\$1.86	.	.
WINTHROP	13	\$13.98	\$12.84	\$8.78	\$3.28	\$1.60	\$9.43	.
WOBURN	37	\$14.00	\$12.98	\$8.70	\$2.33	\$1.40	\$7.28	\$9.27
WORCESTER	174	\$13.66	\$12.58	\$8.37	\$2.64	\$1.59	\$8.57	\$11.42
WRENTHAM	8	\$14.21	\$12.85	\$8.82	\$4.11	\$1.49	\$7.63	\$11.63

Appendix C. Average Price of Cigars by Town Surveyed, Pricing Survey FY2025

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
OVERALL	4773	\$2.74	\$2.68	\$4.81	\$5.40	\$7.44
ABINGTON	21	\$3.91	\$2.90	\$3.44	\$4.71	\$8.50
ACTON	13	\$4.26	.	\$5.00	\$5.67	\$6.49
ADAMS	9	\$2.40	\$4.66	.	\$5.23	\$5.99
AGAWAM	9	\$2.56	\$5.00	\$5.09	\$5.49	\$8.49
AMESBURY	11	\$3.09	\$2.55	\$1.29	\$4.72	.
AMHERST	9	\$2.72	\$3.91	\$5.00	\$5.62	\$7.62
ANDOVER	11	\$3.63	.	.	\$4.94	\$8.42
ARLINGTON	16	\$1.74
ASHBURNHAM	4	.	.	\$5.00	\$6.15	.
ASHBY	3	\$2.50	\$5.00	.	.	\$8.29
ASHFIELD	1	\$1.79	\$2.00	.	.	.
ATHOL	10	\$2.70	.	\$5.22	\$5.61	.
ATTLEBORO	45	\$2.96	\$3.30	\$3.36	\$5.05	\$7.63
AUBURN	18	\$2.84	\$2.11	.	\$5.00	\$8.47
AVON	4	\$3.00	.	\$3.00	.	\$2.99
AYER	10	\$2.69	.	.	\$5.42	\$7.16
BARNSTABLE	5	\$3.24	\$1.09	.	.	\$8.75
BARRE	2	\$1.29	\$1.79	.	.	.
BECKET	1	\$1.99	.	.	.	\$7.49
BELCHERTOWN	9	\$2.94	\$5.99	.	\$5.40	\$7.86
BELLINGHAM	21	\$2.11	\$3.77	\$3.99	\$3.44	\$3.33
BERKLEY	4	\$1.47	\$1.76	.	.	\$2.99
BERLIN	2	\$2.49	\$2.19	.	\$5.99	.
BERNARDSTON	2	\$1.79	\$1.19	.	.	.

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
BEVERLY	30	\$2.88	\$2.94	\$3.99	\$5.47	\$8.30
BILLERICA	32	\$3.80	\$2.76	\$5.23	\$5.50	\$6.49
BLACKSTONE	10	\$2.10	\$1.44	.	\$5.47	\$5.96
BLANDFORD	3	\$2.49	.	.	\$5.09	.
BOLTON	2	\$4.19	.	\$5.00	.	.
BOSTON	571	\$3.24	.	\$8.96	\$6.10	\$8.15
BOURNE	8	\$3.46	\$3.73	.	\$5.38	\$8.99
BOXBOROUGH	2	\$4.34	.	\$4.53	\$5.09	.
BOYLSTON	4	\$1.52	\$1.49	.	.	\$6.67
BRAINTREE	24	\$3.26	\$5.01	\$4.59	\$5.79	\$9.39
BREWSTER	7	\$3.64	\$2.99	\$5.00	\$5.69	\$7.17
BRIDGEWATER	18	\$4.60	\$3.22	\$6.79	\$4.72	\$6.74
BRIMFIELD	3	\$2.50	\$2.50	.	\$5.69	.
BROCKTON	92	\$2.75	\$3.45	\$4.81	\$5.01	\$6.62
BROOKFIELD	4	\$2.11	.	\$5.00	\$5.79	\$7.67
BROOKLINE	16	\$3.19	.	\$5.96	\$6.62	\$8.20
BUCKLAND	1	\$2.50	.	.	.	\$8.09
BURLINGTON	17	\$3.00
CAMBRIDGE	61	\$2.77	\$2.50	\$5.99	\$5.36	\$6.40
CANTON	16	\$2.12	\$1.80	\$4.59	\$4.65	\$9.74
CARVER	11	\$3.00	\$4.17	\$6.17	\$4.99	\$2.99
CHARLEMONT	2	\$2.50	.	\$5.00	\$5.25	.
CHARLTON	8	\$2.53	.	.	\$5.40	\$8.49
CHATHAM	8	\$6.59	.	.	\$10.69	\$10.00
CHELMSFORD	12	\$2.67

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
CHELSEA	38	\$2.99	\$5.51	\$5.69	\$5.90	\$7.39
CHESHIRE	4	\$1.84	\$1.72	.	.	.
CHESTER	1	\$2.39	\$2.39	.	.	.
CHICOPEE	59	\$1.71	\$1.81	\$4.28	\$5.69	\$8.17
CLINTON	12	\$3.10	\$5.00	\$3.99	\$5.16	\$8.44
COHASSET	5	\$2.59	.	.	\$4.98	\$3.99
COLRAIN	1	\$2.90	.	.	\$5.90	.
CONCORD	9	\$2.61
CONWAY	1
CUMMINGTON	1	\$7.99
DALTON	5	\$2.06	\$1.29	\$5.82	.	\$6.80
DANVERS	24	\$2.84	\$4.00	.	\$6.06	\$10.48
DARTMOUTH	26	\$1.74	\$1.63	\$3.50	\$4.50	.
DEDHAM	18	\$3.76	\$2.99	\$3.59	\$4.71	\$7.22
DEERFIELD	5	\$2.63	\$5.00	.	\$5.75	.
DENNIS	8	\$2.58	\$1.19	\$3.29	\$4.15	\$8.99
DIGHTON	3	\$2.89	\$1.76	.	.	.
DOVER	2	\$5.90	.	.	.	\$8.24
DRACUT	17	\$2.45	.	.	\$5.30	\$5.15
DUDLEY	8	\$2.37	\$1.79	\$5.24	\$5.34	\$7.75
DUXBURY	6	\$3.82	.	\$5.00	\$4.98	\$7.74
EAST BRIDGEWATER	10	\$2.94	\$1.32	\$3.09	\$4.75	\$2.99
EAST BROOKFIELD	2	\$2.79	.	.	\$5.09	.
EASTHAM	2	\$2.15	\$1.69	.	.	.
EASTHAMPTON	12	\$2.09	.	\$5.05	\$5.89	\$6.96

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
EASTON	18	\$4.29	\$2.50	\$4.10	\$4.92	\$8.99
EGREMONT	1
ERVING	2	\$2.22	\$2.54	.	.	\$9.50
ESSEX	2	\$2.55	\$2.59	.	\$5.00	.
EVERETT	42	\$2.94	\$3.66	\$4.65	\$5.65	\$8.66
FAIRHAVEN	18	\$4.72	\$3.15	.	\$4.58	\$5.29
FALL RIVER	111	\$1.58	\$1.61	\$3.61	\$2.01	\$1.27
FALMOUTH	8	\$3.87	\$5.09	.	\$5.00	\$7.38
FITCHBURG	25	\$1.96	\$3.75	.	.	.
FOXBOROUGH	11	\$3.23	\$4.60	.	\$4.89	\$2.99
FRAMINGHAM	51	\$2.63	\$3.98	\$4.76	\$5.11	\$6.43
FRANKLIN	21	\$3.60	\$2.89	\$4.69	\$4.68	.
FREETOWN	7	\$1.36	\$1.82	.	.	\$1.10
GARDNER	19	\$3.10	.	\$6.00	\$5.40	\$7.27
GEORGETOWN	5	.	\$0.99	.	.	\$9.99
GILL	2	.	.	.	\$5.62	.
GLOUCESTER	28	\$2.94	\$4.20	.	\$5.86	\$5.99
GRAFTON	8	\$4.22	\$4.65	\$5.99	\$6.20	\$8.49
GRANBY	4	\$2.50	.	.	\$5.40	\$8.09
GRANVILLE	2	\$8.89
GREAT BARRINGTON	9	\$2.64	.	\$4.83	\$5.55	\$8.39
GREENFIELD	20	\$2.43	\$4.00	\$5.00	\$5.69	\$6.70
GROTON	5	\$2.30
GROVELAND	5	\$1.19
HADLEY	7	\$2.53	\$5.02	\$4.50	\$5.45	\$6.99

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
HAMILTON	5	\$3.28	\$5.80	.	\$7.03	\$6.25
HAMPDEN	4	\$1.99	\$2.39	.	.	.
HANOVER	22	\$1.81	\$1.64	.	\$3.91	\$5.19
HARDWICK	2	\$2.40	\$1.50	.	\$5.79	.
HARVARD	1	\$5.99
HARWICH	12	\$5.24	.	\$5.80	\$5.99	\$5.85
HATFIELD	2	\$2.49	\$2.65	.	.	\$7.99
HAVERHILL	50	\$2.71	\$4.69	\$4.61	\$5.05	\$6.52
HINGHAM	14	\$2.33	\$1.62	.	\$5.45	\$8.58
HINSDALE	1	\$1.19	\$1.99	.	.	.
HOLBROOK	12	\$3.56	\$2.14	\$3.99	\$4.86	\$7.99
HOLDEN	6	\$3.00	.	.	\$5.40	\$7.86
HOLLAND	2	\$1.79	\$1.99	\$5.19	.	.
HOLYOKE	13	\$2.39	\$2.72	.	\$5.00	\$7.32
HOPEDALE	3	\$2.08	.	.	\$5.84	\$4.99
HUDSON	17	\$2.48	.	\$5.10	\$5.32	\$8.71
HULL	8	\$2.91	\$2.73	.	\$3.69	\$7.44
HUNTINGTON	1	\$1.99	.	.	.	\$9.49
IPSWICH	8	\$5.45	.	.	\$5.26	\$5.02
KINGSTON	17	\$2.63	\$2.59	\$4.86	\$2.99	\$7.07
LAKEVILLE	7	\$1.91	\$1.29	.	\$4.71	\$8.99
LANCASTER	4	\$2.60	\$4.98	.	\$5.51	\$8.44
LANESBOROUGH	5	\$2.50	\$5.00	.	\$5.00	\$9.99
LAWRENCE	60	\$2.60	.	\$3.99	\$5.50	\$7.27
LEE	11	\$3.07	\$5.00	\$5.94	\$5.60	\$9.09

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
LEICESTER	7	\$2.51	\$1.29	.	\$5.46	\$1.00
LENOX	4	\$3.00	.	.	\$5.00	.
LEOMINSTER	28	\$3.49	\$5.09	\$5.48	\$5.10	\$6.60
LINCOLN	1
LITTLETON	7	\$2.56	.	.	\$5.06	\$9.00
LOWELL	93	\$2.88	.	.	\$5.64	\$7.65
LUDLOW	16	\$2.44	\$3.42	\$5.03	\$6.29	\$8.54
LUNENBURG	9	\$2.13	\$2.22	\$4.06	\$4.19	.
LYNN	105	\$2.23	\$4.00	.	.	.
LYNNFIELD	5	.	.	.	\$6.50	.
MALDEN	33	\$2.53
MANCHESTER	2	\$3.80	.	.	\$7.12	.
MARBLEHEAD	7	\$3.55	.	\$4.64	\$7.24	.
MARLBOROUGH	32	\$3.29	\$4.04	\$5.27	\$5.72	\$7.49
MARSHFIELD	13	\$3.55	\$1.64	\$2.99	.	\$1.00
MASHPEE	2	\$2.50	.	.	.	\$5.29
MATTAPOISETT	5	\$2.26	\$2.19	.	.	\$7.52
MAYNARD	8	\$2.66	.	.	\$5.17	\$5.99
MEDFIELD	6	\$7.39	.	.	\$5.25	\$5.02
MEDFORD	42	\$1.85	\$1.50	.	.	.
MEDWAY	10	\$3.19	\$5.02	\$5.32	\$5.00	\$5.94
MELROSE	2	\$2.15
MENDON	6	\$4.25	\$2.99	\$4.00	.	\$8.46
MERRIMAC	2	\$2.12	.	.	\$0.99	\$4.19
METHUEN	31	\$3.18	\$5.00	.	\$5.26	\$6.28

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
MIDDLEBOROUGH	17	\$2.89	\$4.45	\$4.76	\$5.05	.
MIDDLETON	13	\$4.16	.	\$5.67	\$5.51	\$7.22
MILFORD	29	\$3.03	\$2.15	\$4.98	\$4.83	\$6.72
MILLBURY	8	\$6.49	.	\$4.95	\$5.35	\$8.03
MILLIS	7	\$3.99	\$2.75	\$4.09	\$5.00	.
MILLVILLE	2	\$2.19	\$1.49	.	.	\$8.99
MILTON	6	\$4.17	\$1.99	\$3.98	\$5.51	.
MONSON	2	\$1.99	\$2.09	.	.	.
MONTAGUE	5	\$2.84	.	\$2.69	\$4.99	\$5.49
NAHANT	2	\$2.49	.	.	.	\$5.09
NANTUCKET	12	\$4.38	\$4.99	.	\$5.24	\$9.71
NATICK	16	\$2.77	\$5.00	.	.	.
NEW BEDFORD	96	\$2.83	\$5.55	\$5.41	\$5.76	\$5.41
NEWBURY	4	\$5.99	\$5.99	.	\$3.59	\$2.99
NEWBURYPORT	11	\$4.32	.	\$3.99	\$5.00	\$7.85
NEWTON	16	\$2.58
NORFOLK	5	\$4.74	\$5.00	.	\$2.99	\$6.34
NORTH ADAMS	8	\$2.38	\$2.11	.	\$6.28	.
NORTH ANDOVER	16	\$2.60	.	.	\$5.02	\$8.97
NORTH ATTLEBORO	17	\$4.06	\$2.50	\$3.99	\$5.57	\$6.15
NORTH BROOKFIELD	4	\$2.23	\$1.74	.	\$5.00	.
NORTH READING	9	\$3.68	.	\$9.99	\$5.06	\$8.56
NORTHAMPTON	18	\$2.84	\$4.40	.	\$5.91	\$7.59
NORTHBOROUGH	12	\$4.38	\$1.69	\$5.05	\$5.88	\$8.71
NORTHBRIDGE	2	\$1.75	\$1.29	.	\$5.69	.

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
NORTHFIELD	2	\$1.19	\$1.19	.	.	.
NORTON	12	\$3.01	\$1.91	\$5.64	\$5.02	\$3.94
NORWELL	5	\$3.37	.	.	\$4.66	\$5.95
NORWOOD	25	\$3.07	\$3.25	\$4.50	\$5.00	\$8.21
OAKHAM	1
ORANGE	4	\$2.50	.	.	\$5.00	\$5.02
ORLEANS	6	\$6.32	.	.	\$5.69	.
OTIS	3	\$2.59	.	.	.	\$9.94
OXFORD	16	\$2.62	\$3.83	\$4.36	\$6.23	\$7.99
PALMER	12	\$2.69	\$1.88	\$4.38	\$5.00	\$7.59
PAXTON	2	.	.	\$5.00	.	.
PEABODY	45	\$2.97	\$5.16	\$6.15	\$5.06	\$8.25
PEMBROKE	19	\$2.79	\$2.04	\$5.69	\$5.48	\$6.34
PEPPERELL	5	\$2.42	.	.	\$5.29	\$8.99
PETERSHAM	1	\$8.99
PHILLIPSTON	1	\$3.60	.	\$3.99	.	.
PITTSFIELD	37	\$2.91	\$3.99	\$5.75	\$5.91	\$7.88
PLAINVILLE	8	\$4.56	\$3.00	.	\$5.43	\$4.10
PLYMOUTH	32	\$2.65	\$4.70	\$3.89	\$5.25	\$5.96
PLYMPTON	2	\$1.94	\$0.99	\$3.49	.	.
PRINCETON	1	\$7.49
PROVINCETOWN	8	\$3.57	.	.	\$5.00	\$7.44
QUINCY	56	\$2.05	\$1.93	\$4.03	\$4.10	\$6.76
RANDOLPH	34	\$1.99	\$2.16	\$3.56	\$4.45	\$3.98
RAYNHAM	16	\$3.15	\$1.89	.	\$4.50	.

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
READING	12	\$2.52	\$2.59	.	\$5.11	.
REHOBOTH	6	\$3.19	\$2.24	.	.	\$6.17
REVERE	27	\$3.01	\$2.89	.	\$5.66	\$8.43
ROCKLAND	18	\$2.18	\$1.80	\$3.24	\$4.99	\$8.24
ROCKPORT	2	\$2.51	.	.	\$5.65	.
ROWLEY	7	\$3.45	.	.	\$3.98	\$8.99
RUSSELL	2	\$2.44	.	.	.	\$7.79
RUTLAND	5	\$2.01	\$2.00	\$5.09	.	\$7.99
SALEM	47	\$2.98	\$4.49	\$6.56	\$5.68	\$6.82
SALISBURY	9	\$1.99	\$1.63	.	\$5.00	\$11.00
SANDWICH	1
SAUGUS	20	\$2.65
SCITUATE	8	\$3.23	.	\$2.69	\$5.19	\$6.34
SEEKONK	22	\$2.87	\$1.94	\$3.82	\$5.33	\$3.35
SHARON	5	\$3.60	.	.	\$5.18	\$3.49
SHEFFIELD	3	\$1.89	.	.	.	\$8.65
SHELBURNE	5
SHIRLEY	4	\$2.41	.	\$4.99	\$5.37	.
SHREWSBURY	14	\$3.04	\$2.50	\$5.26	\$5.41	\$9.83
SOMERSET	21	\$2.18	\$1.95	\$4.99	\$5.10	\$4.79
SOMERVILLE	59	\$2.87	\$5.00	.	.	.
SOUTH HADLEY	9	\$2.75	\$2.50	\$5.35	\$5.35	\$8.84
SOUTHAMPTON	4	\$2.50	\$5.02	.	\$4.99	\$8.69
SOUTHBOROUGH	8	\$2.55	\$5.80	.	\$5.84	\$9.49
SOUTHBRIDGE	19	\$1.88	\$2.39	.	.	\$7.58

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
SOUTHWICK	10	\$1.80	\$1.73	\$5.69	.	\$7.91
SPENCER	8	\$4.25	\$5.00	.	\$4.99	\$7.99
SPRINGFIELD	161	\$1.51	\$1.66	\$3.20	\$1.96	\$8.23
STERLING	4	\$2.39	\$1.99	\$4.54	\$3.99	.
STOCKBRIDGE	2	\$2.49	\$2.66	.	.	.
STONEHAM	14	\$3.33	\$4.00	\$6.00	\$5.62	\$7.28
STOUGHTON	31	\$3.29	\$3.37	\$4.53	\$5.57	\$2.80
STOW	3	\$5.16	.	.	\$5.00	\$5.99
STURBRIDGE	12	\$1.81	\$2.18	\$3.69	\$5.69	\$8.99
SUDBURY	5	\$3.84	.	.	\$5.87	.
SUNDERLAND	5	\$2.50	.	.	\$5.00	.
SUTTON	4	\$2.07	\$2.29	\$2.59	.	\$4.59
SWAMPSCOTT	8	\$3.58	.	.	\$8.24	.
SWANSEA	16	\$2.15	\$1.61	.	\$3.00	\$0.99
TAUNTON	56	\$1.68	\$1.87	\$4.06	\$4.04	\$6.21
TEMPLETON	5	\$2.56	.	.	\$5.34	.
TEWKSBURY	27	\$2.98	\$3.61	\$5.99	\$5.90	\$5.00
TOPSFIELD	4	\$2.68	.	.	\$5.18	.
TOWNSEND	6	\$5.09	\$5.00	\$5.20	.	\$9.49
TRURO	2	\$1.87	.	.	.	\$9.27
UPTON	5	\$1.95	.	\$5.00	.	\$8.75
UXBRIDGE	13	\$2.52	\$5.00	.	\$5.23	\$5.94
WAKEFIELD	21	\$3.49	.	\$3.95	\$6.51	\$7.26
WALPOLE	19	\$2.90	\$3.27	\$3.99	\$5.16	.
WALTHAM	54	\$2.68	\$7.50	.	.	.

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
WARE	10	\$2.78	\$3.76	\$3.00	\$5.53	.
WAREHAM	24	\$2.48	\$5.00	\$5.00	\$5.16	\$6.81
WARREN	2	\$2.04	.	.	.	\$6.06
WATERTOWN	22	\$1.67	\$1.50	.	\$3.00	.
WAYLAND	8	\$2.54	\$2.00	\$5.00	\$5.00	\$12.00
WEBSTER	16	\$2.48	\$1.98	.	\$5.09	.
WELLESLEY	5	\$2.09
WELLFLEET	6	\$7.22	.	.	.	\$8.79
WENDELL	1	\$8.55
WENHAM	1	\$1.88	.	.	\$4.70	.
WEST BOYLSTON	7	\$2.94	.	\$5.99	\$5.87	.
WEST BRIDGEWATER	14	\$3.44	.	\$5.42	\$5.34	\$6.19
WEST BROOKFIELD	4	\$1.39	\$1.24	\$5.00	.	\$4.39
WEST NEWBURY	1	.	.	.	\$4.39	.
WEST SPRINGFIELD	26	\$2.33	\$3.94	\$5.05	\$5.33	\$5.00
WEST STOCKBRIDGE	2	\$2.25	.	.	.	\$7.75
WESTBOROUGH	17	\$2.44	\$1.96	.	\$5.50	\$7.49
WESTFIELD	34	\$2.38	\$3.06	\$4.38	\$5.30	\$7.82
WESTFORD	7	\$3.50
WESTMINSTER	4	\$2.59	\$5.41	\$4.99	\$5.69	.
WESTON	2	\$2.40	.	\$4.70	.	.
WESTPORT	17	\$3.72	\$2.93	\$6.10	\$4.70	\$7.01
WESTWOOD	4	\$3.00	.	\$2.39	\$5.80	.
WEYMOUTH	53	\$3.46	\$3.50	\$4.41	\$5.43	\$7.71
WHATELY	3	.	.	.	\$6.99	\$7.69

	Retailers Observed	Single Cigar	2-Pack Cigars	3-Pack Cigars	4-Pack Cigars	5-Pack Cigars
WHITMAN	13	\$1.64	\$1.63	\$3.99	\$5.16	\$1.00
WILBRAHAM	6	\$2.53	\$3.98	.	\$4.71	\$7.19
WILLIAMSBURG	1
WILLIAMSTOWN	4	\$2.76	.	.	.	\$7.09
WILMINGTON	16	\$2.24	\$1.83	\$4.99	\$4.69	\$7.83
WINCHENDON	7	\$2.50	.	\$5.33	\$5.79	.
WINCHESTER	5	\$5.41	.	.	\$0.99	\$6.99
WINDSOR	2	\$2.19	.	.	.	\$9.31
WINTHROP	13	\$3.28	.	.	.	\$7.99
WOBURN	37	\$2.33	\$2.64	\$4.47	\$4.20	\$8.33
WORCESTER	174	\$2.64	\$4.01	\$4.66	\$5.35	\$8.14
WRENTHAM	8	\$4.11	\$3.13	.	.	\$6.74

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