

Massachusetts Tobacco Availability and Pricing Survey

Fiscal Year 2024

Report Prepared by:

JSI Research & Training Institute, Inc. &

The Massachusetts Tobacco Cessation 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 2024, from July 1, 2023 – June 30, 2024 (FY2024). FY2024 data collection was completed in 76% of retailers (n=5,309).

Data has been collected to track trends in pricing and availability of tobacco products and to assess the impact of tobacco control regulations on availability and price of tobacco products, including the state's comprehensive flavored tobacco restriction.

Based on data from the FY2024 pricing survey, all categories of tobacco products recorded showed an increase in availability or stayed the same in FY2024 in MA as compared to the previous year. The largest increase in availability was for nicotine pouches, available at 50% of retailers in FY2023 (July 1, 2023 – June 30, 2023) compared to 59% in FY2024.

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.

FY2024 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 FY2023 and FY2024, the average price of <i>Marlboro Red</i> increased \$0.74 from \$12.06 to \$12.80.
Single cigars	Single cigars were available in 68% of tobacco retailers. The most commonly observed brand of single cigars was <i>Black and Mild</i> (49% of retailers).
Multi-pack cigars	Multi-pack cigars were available in 78% of tobacco retailers. The most commonly observed brand of multi-pack cigars was <i>Game</i> (44% of retailers).
Chewing tobacco	Chewing tobacco products were available in 43% of tobacco retailers. The most commonly observed brand of chewing tobacco was <i>Grizzly</i> (44% of retailers).
Nicotine Pouches	Nicotine pouches were available in 59% of tobacco retailers. This is a 9% increase from FY2023, the largest for any product. The most commonly observed brand of nicotine pouches was <i>Zyn</i> (58% of retailers).

Vape Products	Vape products were available in 54% of tobacco retailers. The most commonly observed brand of vape products among the least expensive vape pod devices was JUUL (40% 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 FY2024 was near 0%, down from 87% in FY2020. Availability of products in other flavors was 18.6%, down from 30% in FY2020. The product with the highest availability in other flavors was multi-pack cigars (16.8%).
Advertisements for mint, menthol or wintergreen tobacco products	Advertising for mint, menthol, and wintergreen products (located anywhere in the store) was observed at 32 retailers in 13 cities and towns (about 0.6% of sample).

Introduction

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

To help achieve this mission, JSI Research & Training Institute, Inc. (JSI) has been working with MTCP to collect information on tobacco availability and pricing at retail establishments across the state. Data has been collected 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 current users from quitting, such as:

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

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

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

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

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

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 2022 to 2023, 195 communities (covering about 75% of the state’s population) had CPPRs in place. These regulations raise the minimum price of single and multi-pack cigars to \$2.50 and \$5.00, respectively. In addition to increasing the price, research conducted in Massachusetts found that these CPPRs also decreased the availability of single cigars.⁸

Flavored Product Regulation

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

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

To address inequities in menthol tobacco availability and use, Massachusetts passed a law in November 2019: *An Act Modernizing Tobacco Control*¹³. This statewide law 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. Local boards of health have enforcement authority for provisions of the regulations. Since the law implementation, pricing survey data is one of many data sources used to evaluate the statewide law.

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, a total of 4,476 tobacco retail establishments (herein referred to as the “funded sample”). Each quarter, JSI provided BOH regions with samples of retailers in specific geographic areas of their regions to survey.

Additional staff managed by JSI provided support for data collection and worked in communities not covered through regional funding. These areas, referred to as the “unfunded sample” comprised of 2,478 retailers in FY2024. JSI’s team of four experienced observers conducted data collection using the same pricing survey tool used among the funded sample. Establishments in the unfunded sample are clustered by county and further divided into city/town to create daily assignments for observers. Each daily assignment had groupings of approximately the same size that were geographically close to each other.

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

Quarter 1: July 2023 – September 2023

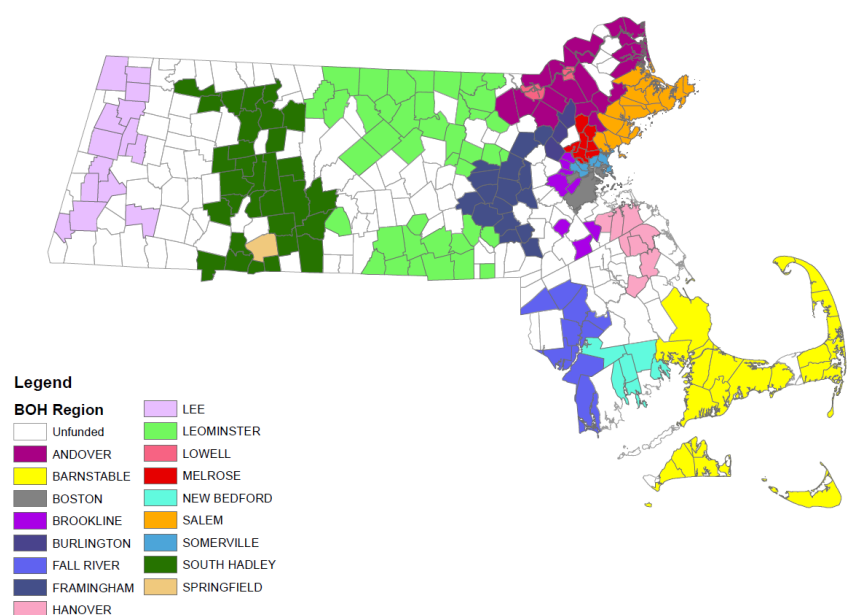
Quarter 2: October 2023 – December 2023

Quarter 3: January 2024 – March 2024

Quarter 4: April 2024 – June 2024

The combined sample totaled 6,954 active retailers. Of these, 5,309 retail establishments were visited in FY2024, for a completion rate of 76%. 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 and Unfunded Regions in Massachusetts (FY2024)



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 FY2024 survey form included:

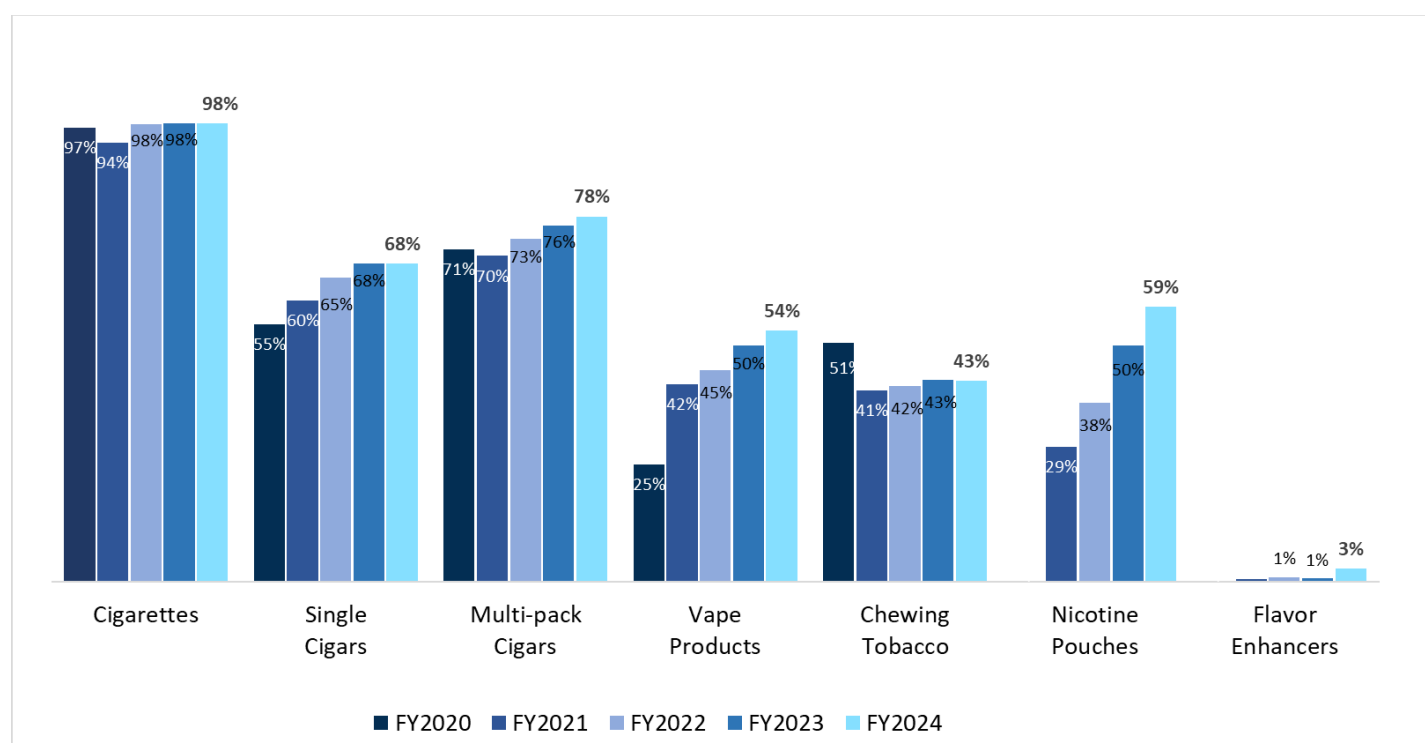
- 1) Tobacco product availability (overall, in mint, menthol, wintergreen, and other flavors)
- 2) Cigarette availability and price (Marlboro, Newport and cheapest cigarette brand)
- 3) Cheapest single and multi-pack cigar or cigarillo availability and price (including mint/menthol flavors and flavored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

Results

Overall availability

Availability of cigarettes, single cigars, and chewing tobacco stayed unchanged, while multi-pack cigars, vape products, nicotine pouches, and flavor enhancers all showed an increase in availability in FY2024 as compared to the previous year. Once again, the largest increase in availability observed was for nicotine pouches, increasing on average by close to 10% per year for the last four years. In FY2024 nicotine pouches were available at 59% of retailers and vape product availability increased from 50% in FY2023 to 54% in FY2024. Although the availability of flavor enhancers remained low, the relative increase from 1% in FY2023 to 3% in FY2024 is important to note and should be monitored in future years. Availability is measured as the percentage of retailers surveyed selling a particular product.

Figure 2. Annual Availability of Tobacco Products, FY2020-FY2024

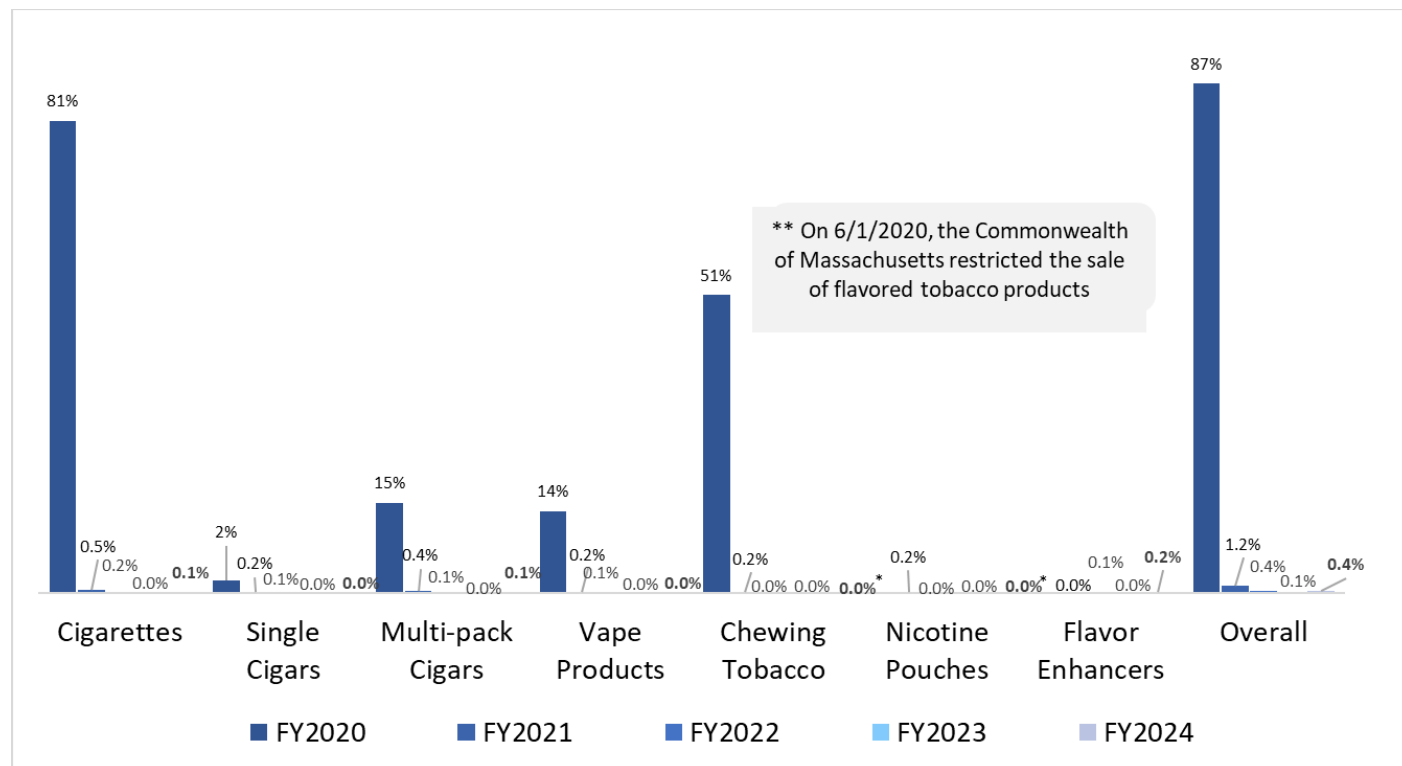


Availability in Mint, Menthol, Wintergreen and Other Flavors

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.

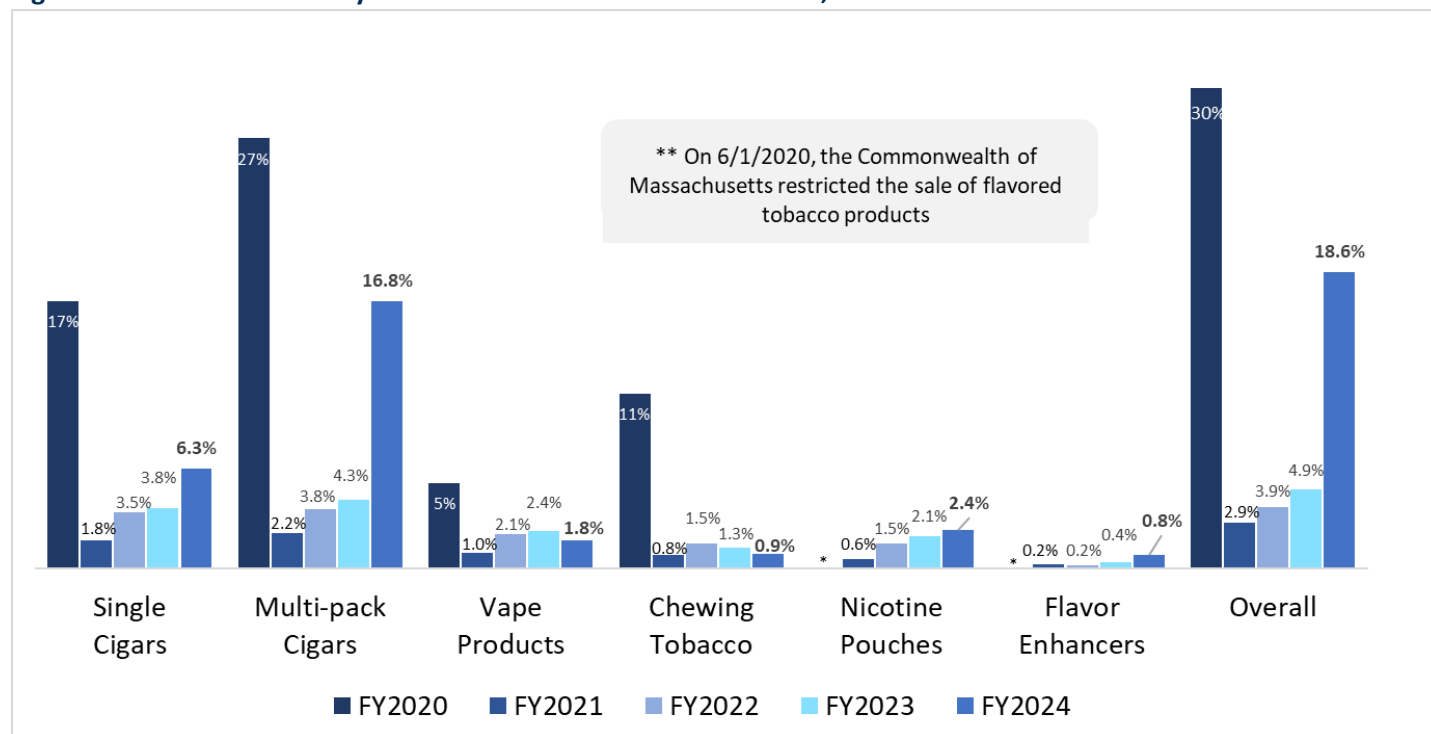
As in all years since FY2021, the availability of tobacco products in mint, menthol, and wintergreen flavors remained near 0% in FY2024, highlighting high retail compliance (see Figure 3a). Although the overall availability of products in other flavors remains low compared to non-flavored tobacco products, overall availability of products in other flavors showed an increase between FY2021 and FY2024 in all categories except for vape products and chewing tobacco (see Figure 3b). Overall availability of other flavors increased from 4.9% in FY2023 to 18.6% in FY2024. This is a significant change that is primarily due to the substantial increase in other flavored multi-pack cigars. Upon further investigation into this increase, it appears that cigars labeled as “sweet” are driving this increase. 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 will continue to be monitored over time.

Figure 3a. Annual Availability of Tobacco Products in Mint, Menthol, and Wintergreen flavors, FY2020-FY2024



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

Figure 3b. Annual Availability of Tobacco Products in Other Flavors, FY2020-FY2024

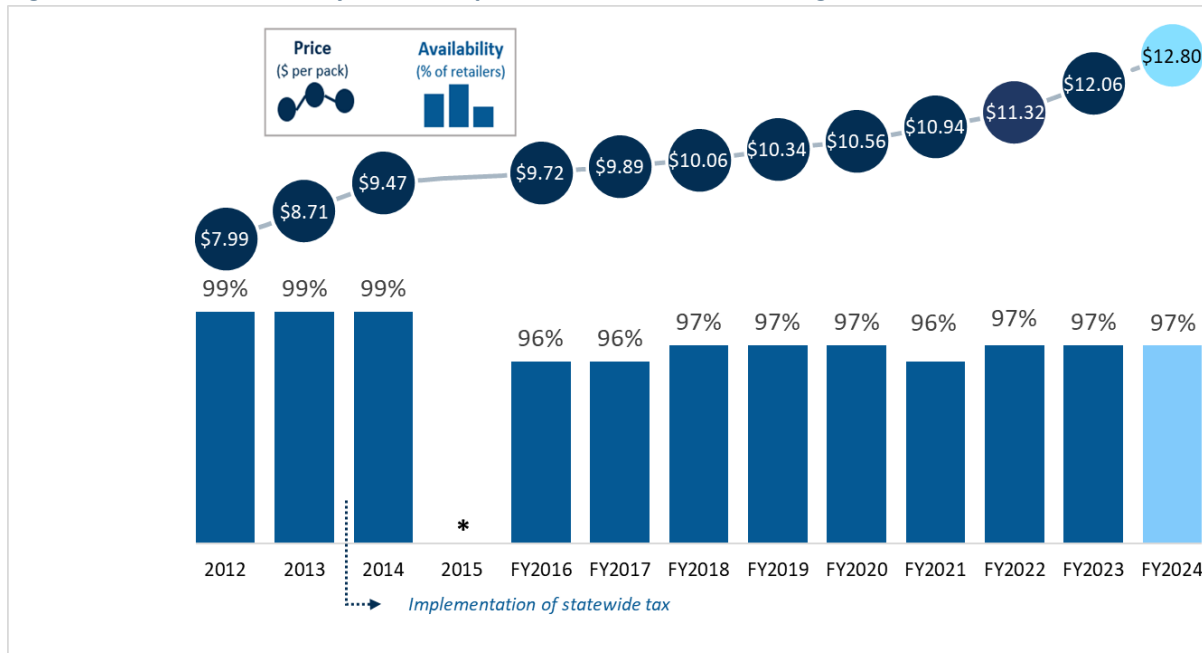


*Data for Nicotine Pouches and Flavor Enhancers was not collected in FY2020

Marlboro Red Cigarette Availability and Pricing

In FY2024, the availability of *Marlboro Red* cigarettes remained unchanged from the previous two years, at 97% of retailers. Concurrently, the average price of *Marlboro Red* cigarettes increased \$0.76, from \$12.06 in FY2023 to \$12.82 in FY2024. This increase was similar to last year's, one of the largest annual changes in price for this product since 2014.

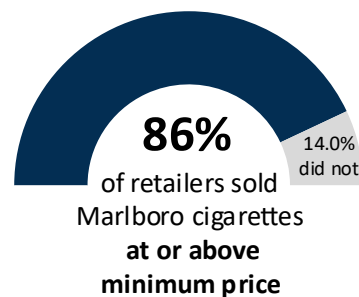
Figure 4. Annual Availability and Price per Pack of *Marlboro Red* Cigarette Products, FY2012-FY2024



***Marlboro Red* Cigarette Minimum Pricing**

The Department of Revenue (DOR)-mandated minimum price of *Marlboro Red* cigarettes between July 2023 and June 2024 ranged from \$11.28 to \$12.52 at chain stores, and \$11.45 to \$12.71 at independent retailers. The observed price of *Marlboro Red* cigarettes ranged from \$9.25 to over \$16. In FY2024, the majority of sampled retailers (86%) were observed to be selling *Marlboro Red* cigarettes at or above the state mandated minimum price, a slight decrease from FY2023 (89.6%), indicating that most retailers are aware of and complying with pricing regulations.

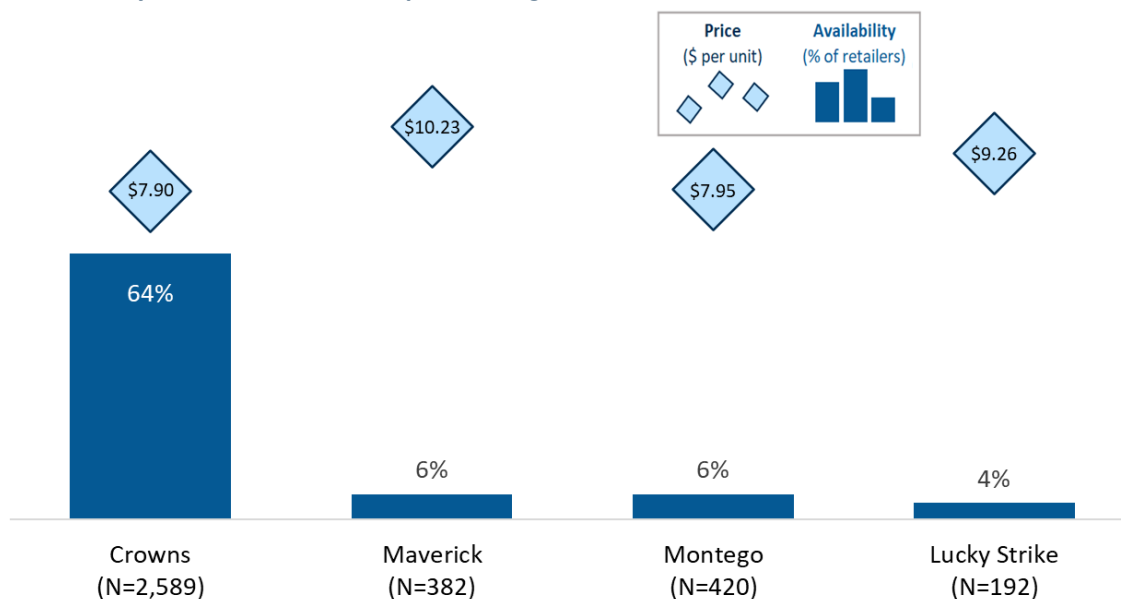
Figure 5. *Marlboro Red* Cigarette Prices Compared to FY2024 State Mandated Minimum Price



Cheapest Cigarette Availability and Pricing

The most commonly observed brand of the least expensive cigarettes was *Crowns*, available at 64% of retailers, a 10% increase for the brand since last year. Three other cheapest cigarettes observed included *Montego*, *Maverick* and *Lucky Strike*, though these were much less widely available (<10% of retailers). The average price for the cheapest observed brands of cigarettes increased from \$8.36 in FY2023 to \$8.50 in FY2024.

Figure 6. Availability and Price of Least Expensive Cigarette Brands, FY2024



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 more than three quarters (**78%**) 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 FY2024, availability of single and 5-pack cigars did not change from FY2023. Figure 7 shows the availability and price trends of single cigars between FY2016 and FY2024. The availability of single cigars stayed the same at 68% in FY2024. At the same time, the average price of single cigars decreased by \$0.12 (from 2.79 to \$2.67).

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 remained the same at 14% in FY2024, while the average price of these cigars increased from the previous year by \$0.16 (from \$6.01 to \$6.17).

Figure 7: Overall Availability and Price per Cigar of Single Cigars (all flavors), FY2016-FY2024

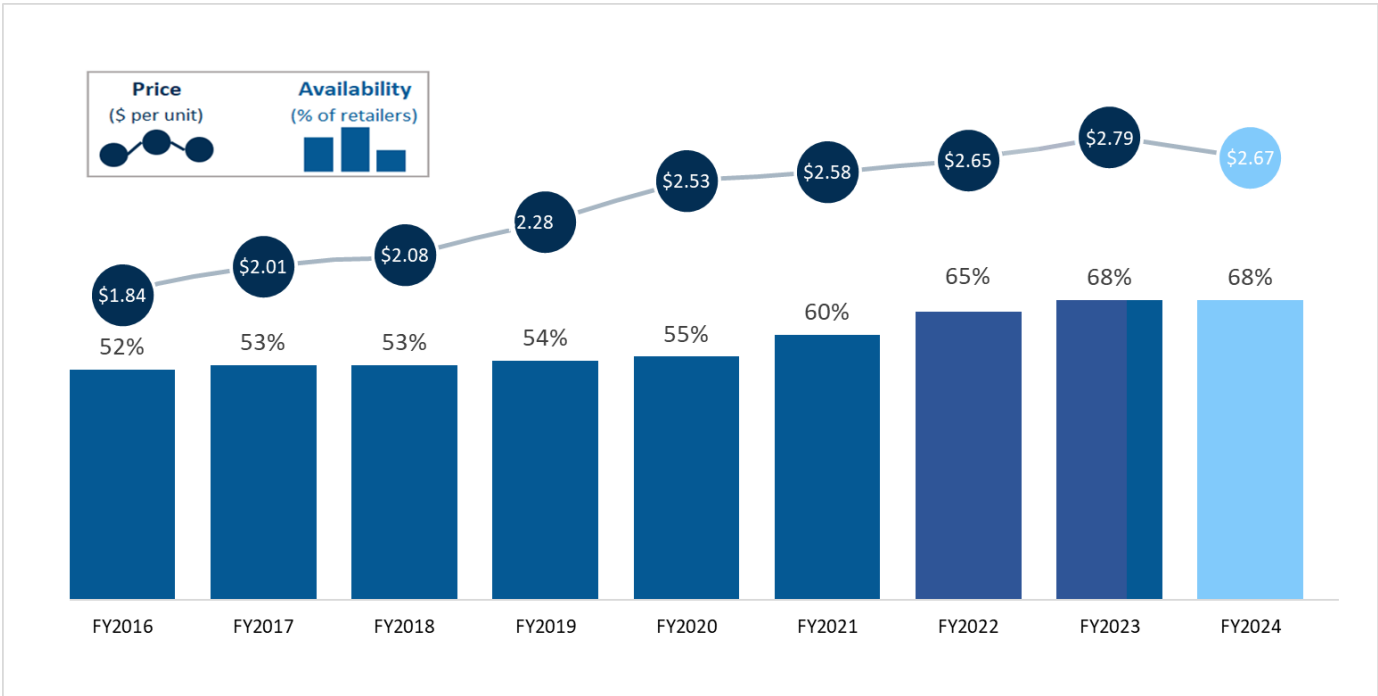
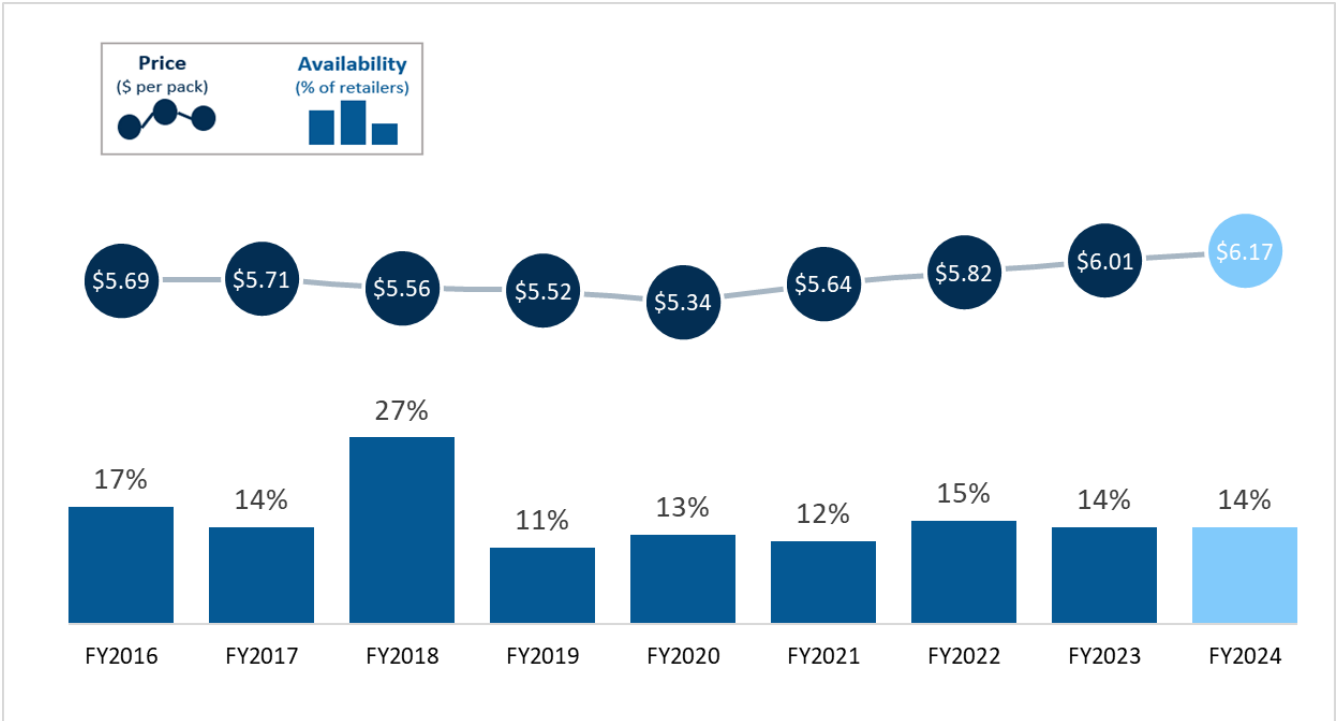
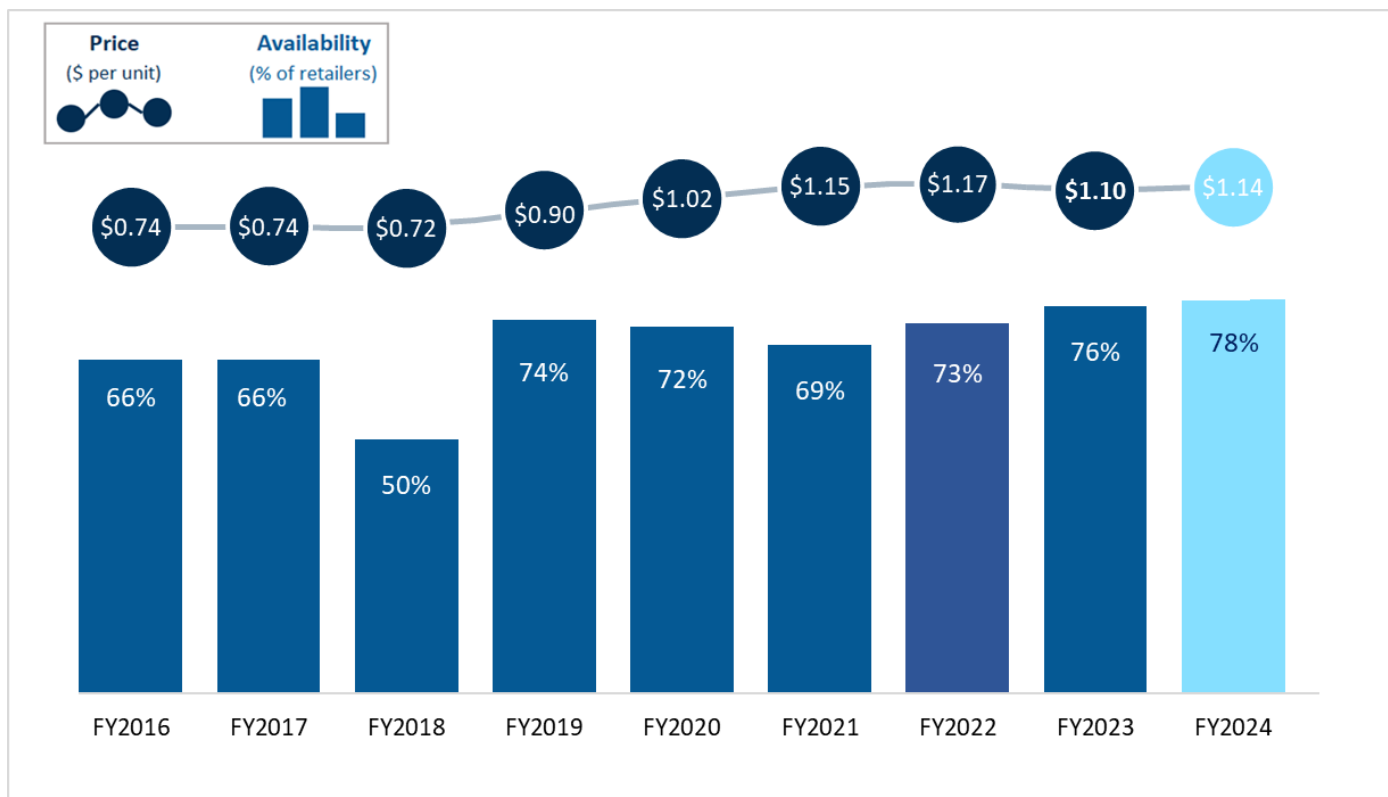


Figure 8. Overall Availability and Price per Pack of 5-Pack Cigars (all flavors), FY2016-FY2024



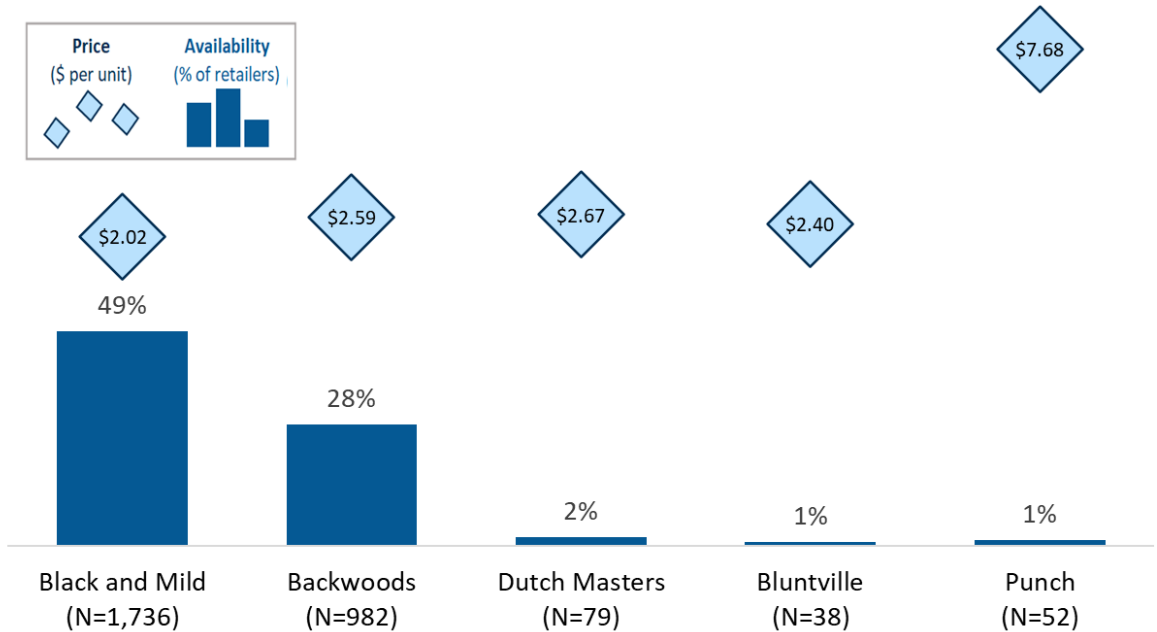
Availability and pricing of multi-pack cigars is shown in Figure 9. Multi-pack cigars are more widely available than single cigars in every year when data was collected, except for 2018. Availability of multi-packs showed small changes year-to-year moving slightly higher from 76% in FY2023 to **78%** in FY2024. The average price of a single cigar in multi-pack packaging was \$1.14 in FY2024, slightly higher than the previous year at \$1.10. 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-FY2024



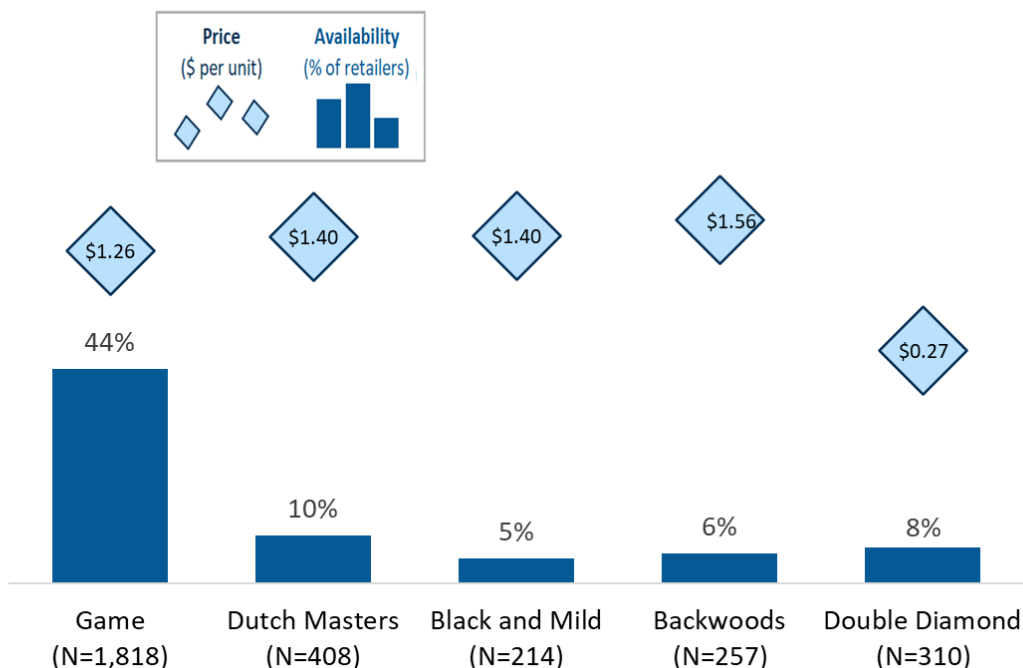
The most commonly observed brand of single cigars was *Black and Mild* (available at 49% of sampled retailers), followed by *Backwoods* (28% of retailers). However, retailers sell a wide variety of single cigars of different sizes, type, flavor, and quality, each designed to appeal to a specific segment of tobacco users. The variation in price between these products is one of the indications of the different target segments.

Figure 10. Brand Specific Availability and Price of Least Expensive Single Cigars, FY2024



The most commonly observed brand of multi-pack cigars was Game, observed at 44% of all sampled retailers in FY2024. Several other brands were also observed, but their availability was much lower, ranging from 5% to 10% of retailers. The availability of *Game* cigars and *Dutch Masters* increased slightly as compared to last year, while the availability of *Black and Mild*, and *Backwoods* decreased slightly. These four brands ranged in price from \$1.26 to \$1.56 (per cigar). The least expensive brand of multi-pack cigars was *Double Diamond* at \$0.27, available at 8% of retailers in FY2024.

Figure 11. Brand Specific Availability and Price of Least Expensive Multi-Pack Cigars, FY2024

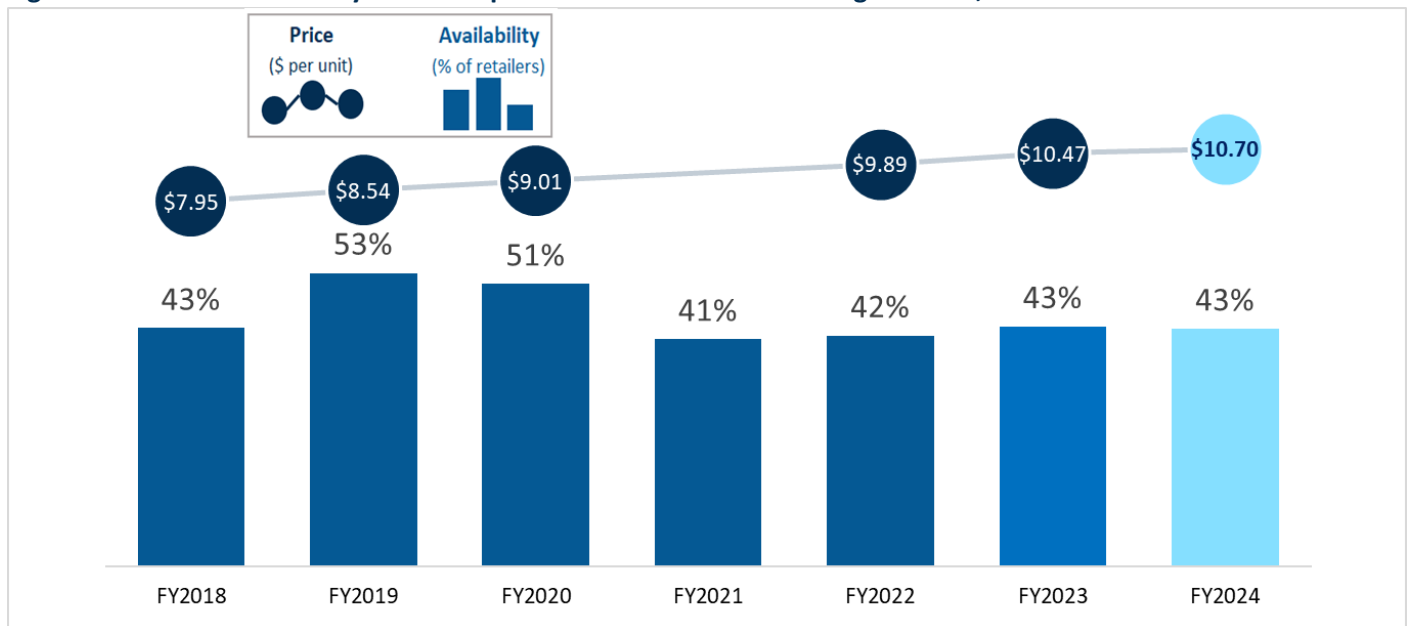


Smokeless Tobacco Availability and Pricing

Tobacco use in smokeless forms is well documented and has a long history.¹⁴ This section focuses on the availability, pricing, and brands of the cheapest chewing tobacco products observed in the pricing survey. Other types of smokeless products (i.e., snus, snuff, dissolvables) were not captured in FY2024.

In FY2024, the availability of chewing tobacco in retailers remained unchanged at 43%, while the price per unit increased slightly to \$10.70.

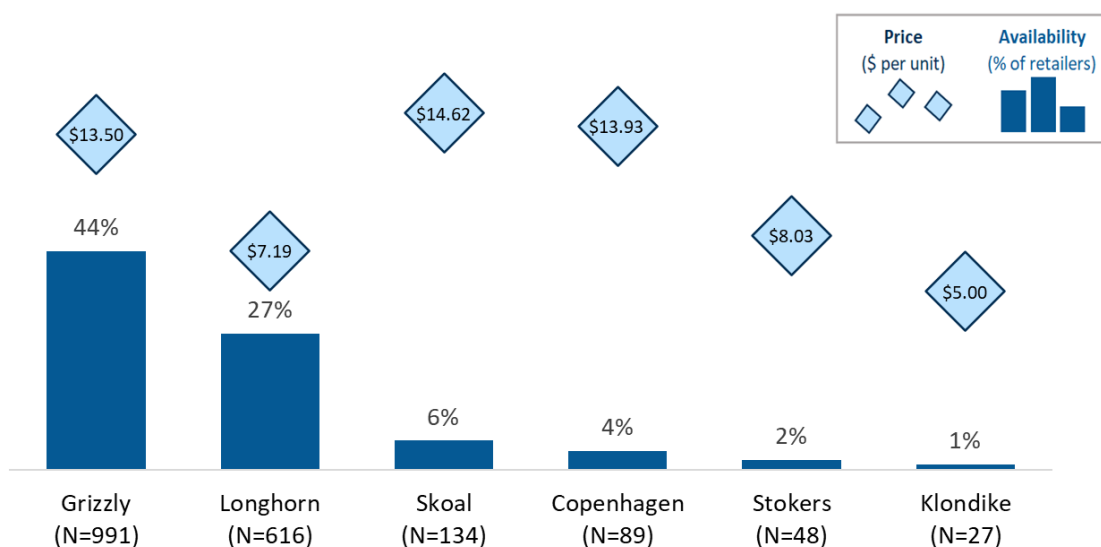
Figure 12. Overall Availability and Price per Unit of Smokeless Chewing Tobacco, FY2018-FY2024



*Price data not collected in FY2021

The most commonly observed brand of chewing tobacco was *Grizzly*, available in 44% of retailers at an average of \$13.50 per unit. The second most available brand was *Longhorn*, available at 27% of retailers, for an average of \$7.19 per unit. Other less widely available products included *Skoal*, *Copenhagen*, *Stokers*, and *Klondike*, available at between 1% and 6% of retailers, with a wide price range of \$5.00 to \$14.62.

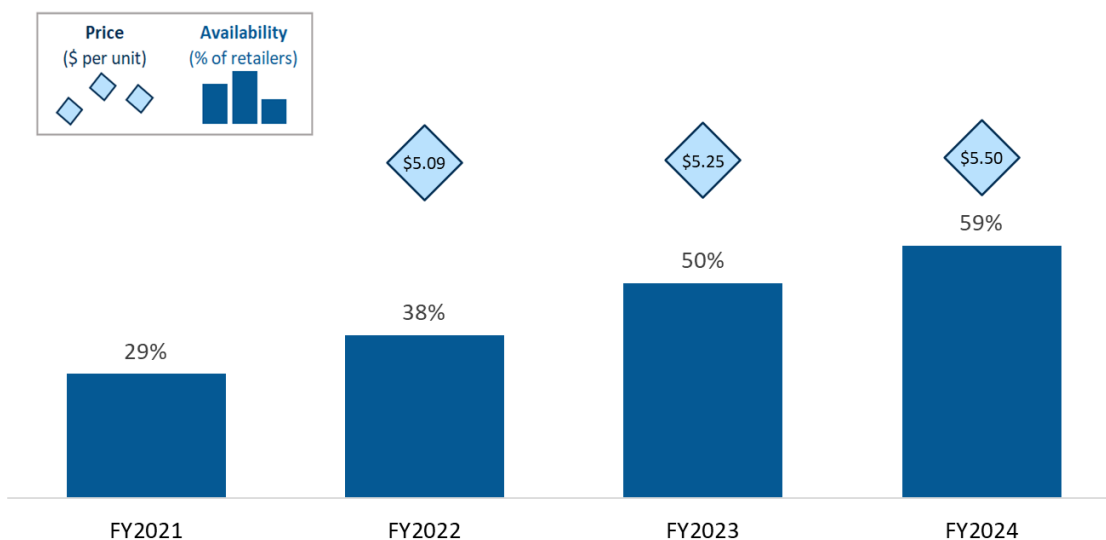
Figure 13. Brand Specific Availability of Least Expensive Chewing Tobacco, FY2024



Availability and Average Price of Nicotine Pouches

Nicotine pouches are a relatively new form of non-combustible nicotine products that are being rapidly developed and marketed, with little regulatory oversight.¹⁵ These products are less expensive than chewing tobacco, generally considered safer as 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 doubled in the last four years, from 29% availability in FY2021 to 59% in FY2024. The average price observed for nicotine pouches increased from \$5.09 in FY2022 to \$5.50 in FY2024 (price data was not collected in FY2021).

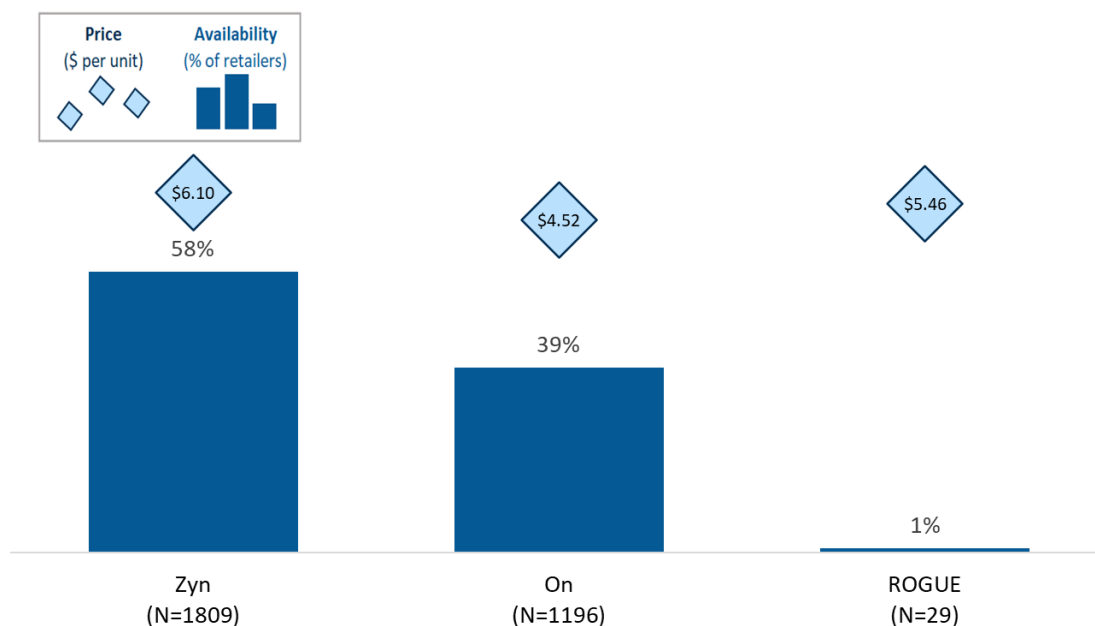
Figure 14. Overall Availability and Price of Least Expensive Nicotine Pouches, FY2021- FY2024



Note: Price data not collected in 2021

The most commonly observed brands of nicotine pouches in FY2024 were *Zyn* and *On*, available at 58% and 39% of retailers, respectively. Commonly observed brands showed a slight increase in least expensive price from the previous year, with FY2024 prices ranging from \$4.52 (*On*) to \$6.10 (*Zyn*).

Figure 15. Brand Specific Availability and Price of Least Expensive Nicotine Pouches, FY2024

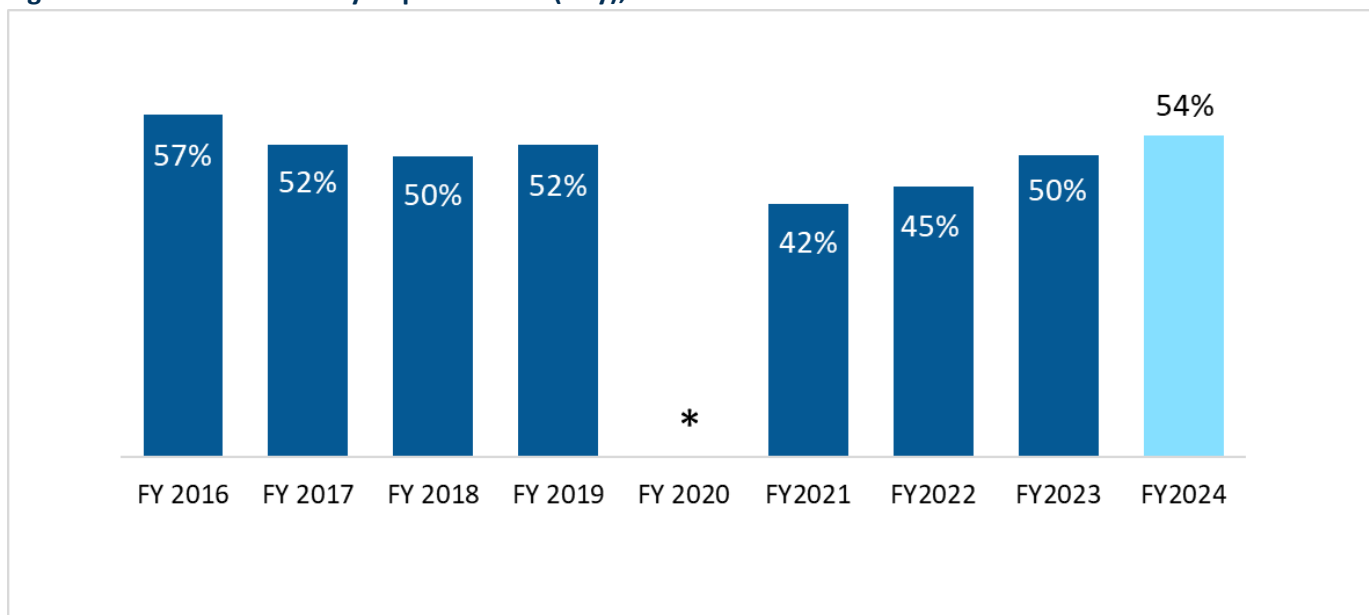


Vape Product Availability and Pricing

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

Figure 16 shows vape product availability from FY2016 to FY2024. In FY2020, Massachusetts banned the sale of vape products for 4 months starting on September 24th, 2019. Thus, no data were collected for tobacco and unflavored vape products in that fiscal year. Prior to the ban, vape products were available in over half of all retailers (between 50% and 57% in FY2016-FY2019). In FY2021, the availability dropped noticeably to 42% of retailers and has been steadily increasing in the last four years to 54% in FY2024, almost back to the level it was prior to the ban.

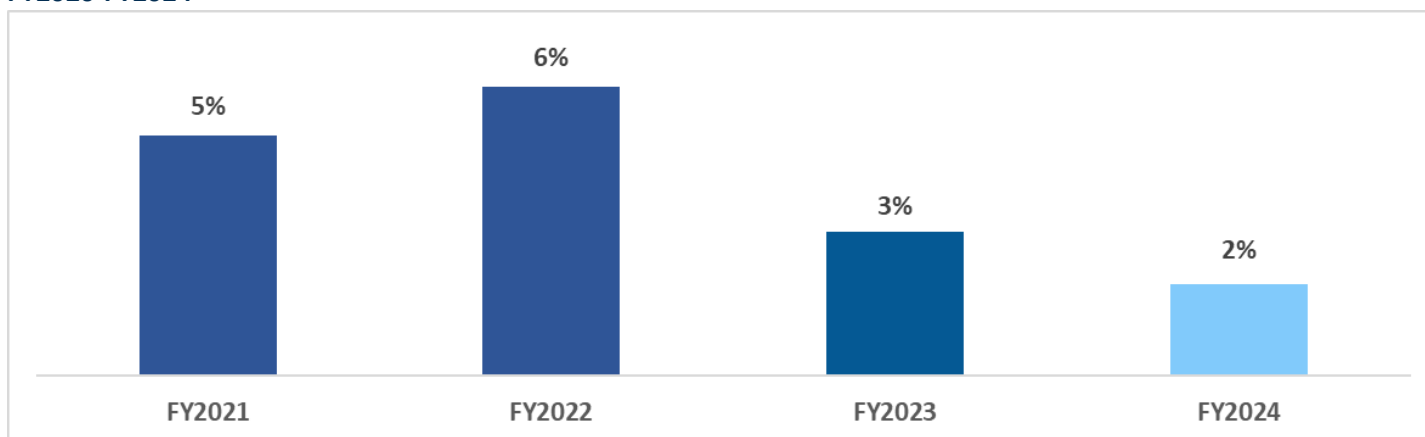
Figure 16. Annual Availability Vape Products (Any), FY2016-FY2024



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

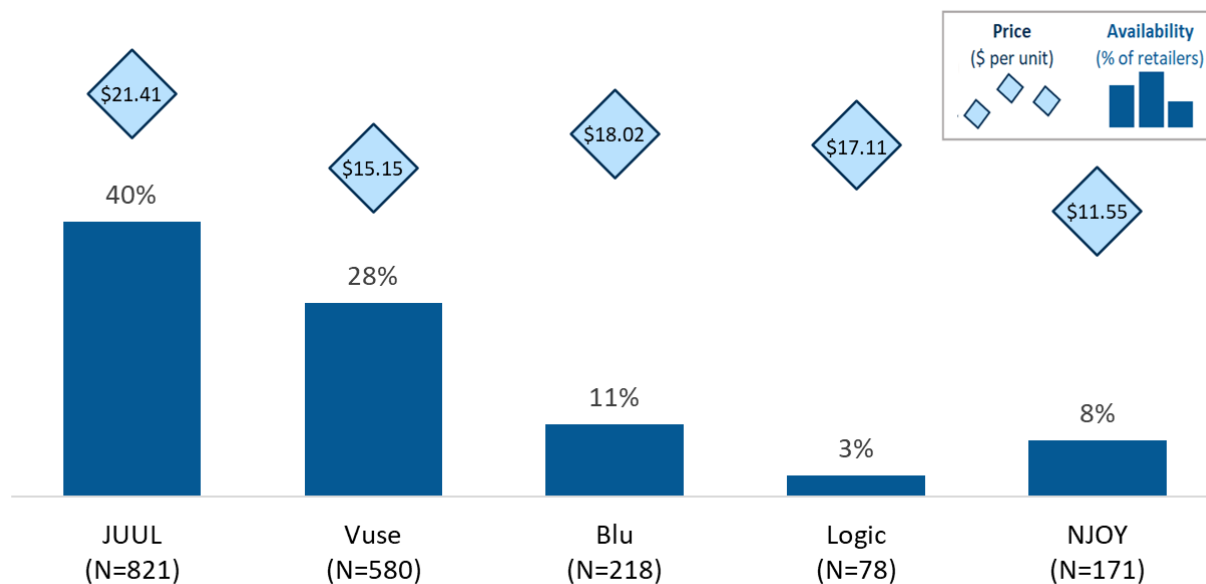
State regulations restrict the sale of vape products with concentrations greater than 35mg/ml products to age-restricted specialty tobacco and vape shops. As shown in Figure 17, overall availability of vape products in concentration greater than 35mg/ml decreased from 6% in FY22 to 2% in FY2024. In FY2024, availability of these high-concentration products at approved retailers was 41%. Excluding these approved retailers, the availability drops to 2%, indicating that almost all retailers are compliant with the state regulation of restricted sale of high-concentration products.

Figure 17. Availability of Vape Products in Concentrations >35mg/ml in non age-restricted retailers, FY2020-FY2024



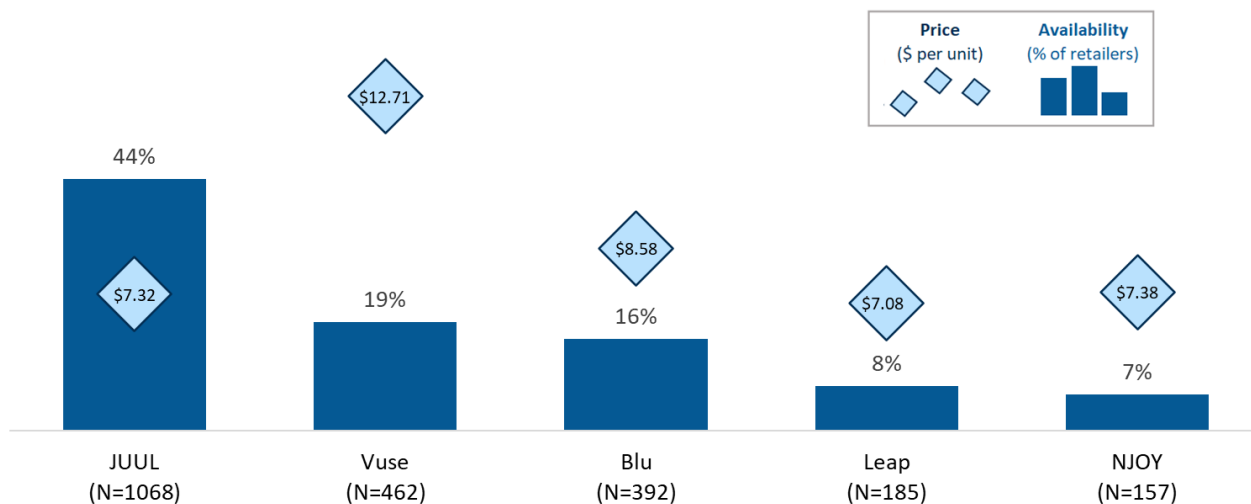
In FY2024, prices for vape pod devices varied, with the five least expensive product prices ranging from \$11.55 (*NJOY*) to \$21.41 (*JUUL*) per unit. The price of the most expensive product (*JUUL*) decreased by \$3.66 as compared to FY2023 and the lowest priced product (*NJOY*) appears to see a growth in popularity. The most commonly available brand observed among the least expensive vape pod devices was *JUUL* (available at 40% of retailers), followed by *Vuse* (28% of retailers). *Blu* products were third most common, available at 11% of all observed retailers.

Figure 18. Brand Specific Availability and Price of Least Expensive Pod Vape Devices, FY2024



Vape pods/packs followed a similar trend, with *JUUL*, *Vuse*, and *Blu* being the three most commonly available product brands (available at 44%, 19%, and 16% of retailers in FY2024, respectively). Prices for the five least expensive vape pods/pack were slightly different to vape pod device prices, with *VUSE* brand ranking highest (\$12.71 per unit) and the other brands all priced between \$7.08 and \$8.58 per unit.

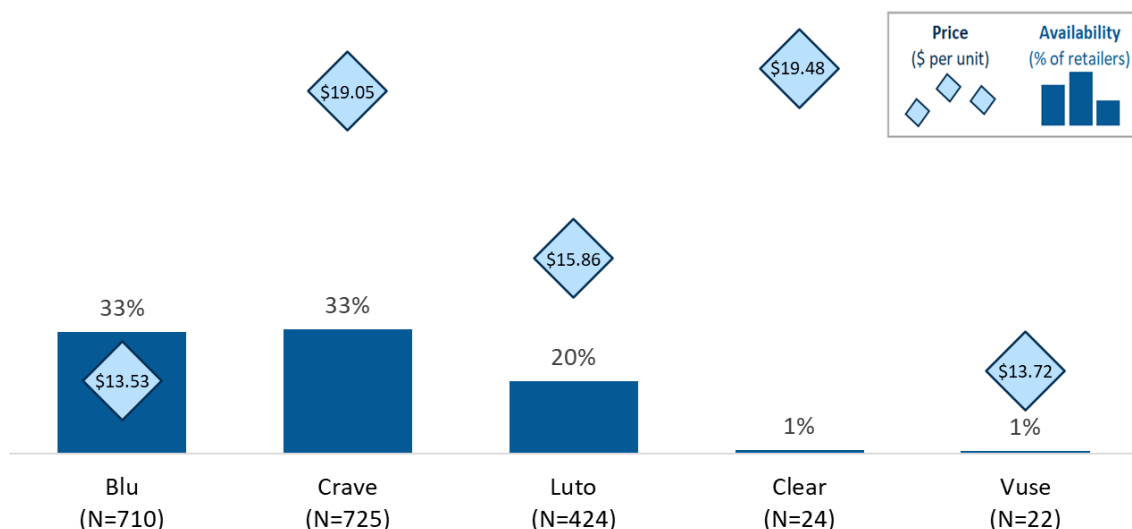
Figure 19. Brand Specific Availability and Price of Least Expensive Vape Pod/Packs, FY2024



Disposable vape devices are also widely available throughout the state of Massachusetts. Among the five least expensive disposable vape devices observed in FY2024, a substantial shift in the price of *Blu* products was observed (\$13.53 per unit compared to \$17.39 in FY2023), a price drop of 22% or \$3.86. The brands Luto, Clear and Vuse were also observed with price reductions of over 10%, while the price

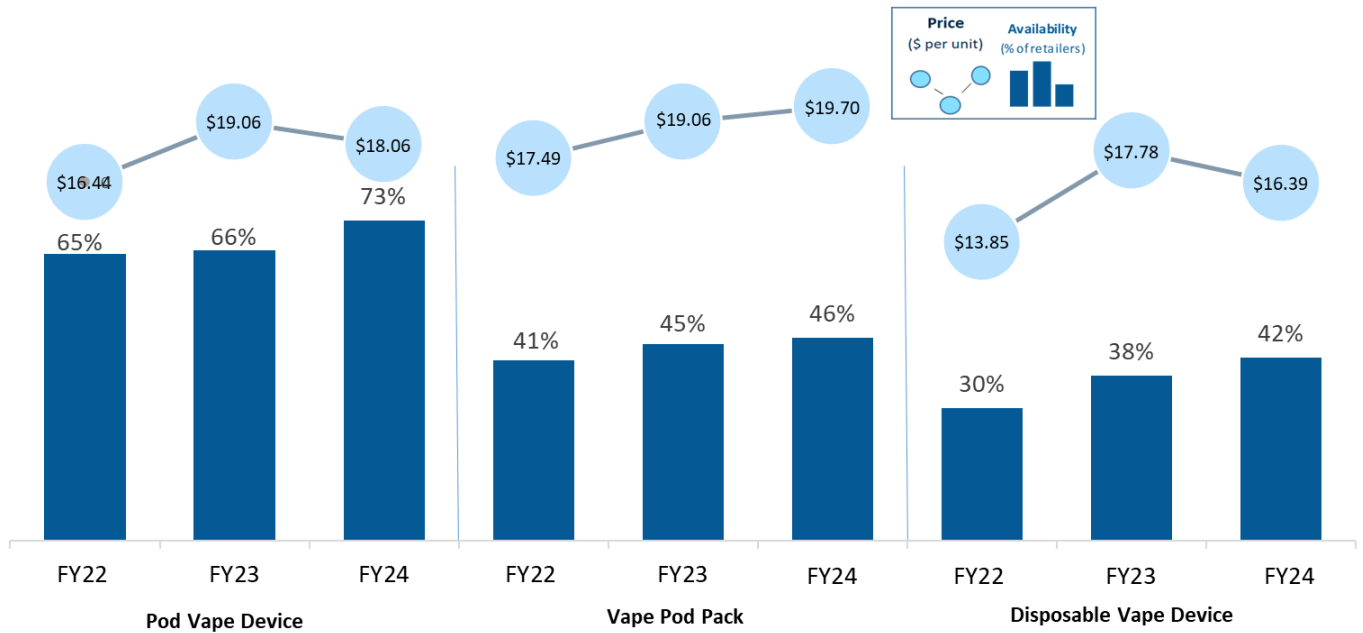
of Crave increased slightly from FY2023. The most widely available disposable vape device products were *Blu* and Crave brands (available at 33% of retailers), followed by *Luto* (20%), with prices ranging from \$13.72 (*Vuse*) to \$19.05 (*Crave*).

Figure 20. Brand Specific Availability and Price of Least Expensive Disposable Vape Devices, FY2024



Looking across all vape products (pod vape devices, vape pod packs, and disposable vape devices) across FY2023 and FY2024, pod vape devices are most commonly available and have increased over time (66% availability in FY2023 vs. 73% in FY2024). Availability of vape pod packs and disposable vape devices also increased in the last year, with availability of vape pod packs increasing 1% (45% to 46%) and disposable vape devices increasing 4% (38% to 42%) between FY2023 and FY2024. As noted earlier, pod vape device and disposable vape devices reversed the trend of price increases, with the largest price difference seen in disposable vape devices (\$17.78 per unit in FY2023 to \$16.39 in FY2024, a decrease of \$1.39 per unit).

Figure 21. Overall Availability and Price per Unit of Least Expensive Vape Products, FY2022-FY2024

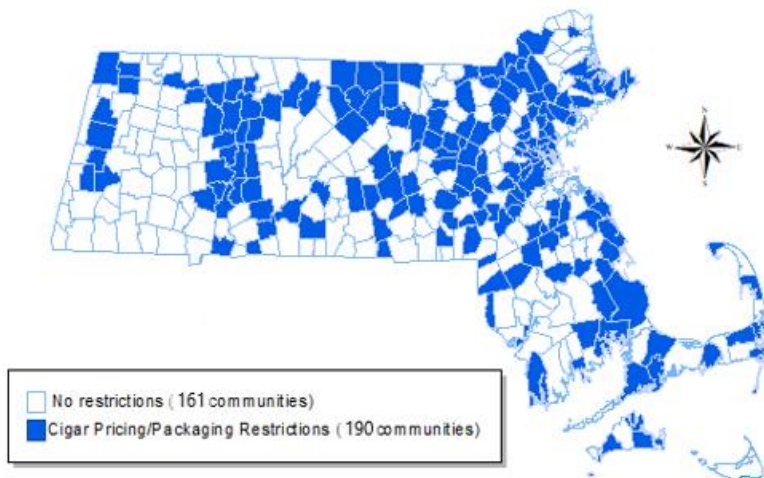


Policy Impact

Impact of cigar pricing/packaging restrictions

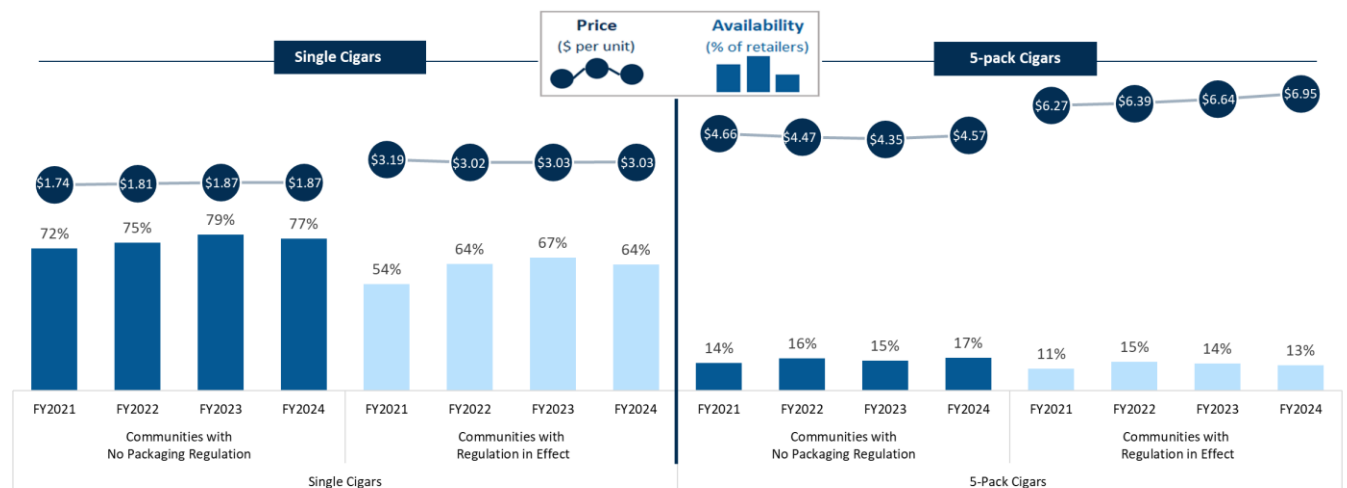
In addition to statewide policies, some cities and towns enact their own policies to further impose tobacco-related controls at the local level. These may include restrictions on the sale of single cigars by retailers or setting the minimum price by type and packing of specific tobacco products. Figure 21 shows a map of Massachusetts highlighting the regions of the state where local regulations were in effect as of June 30, 2024.

Figure 22. Geographic Distribution of Communities with Cigar Pricing/Packaging Restrictions as of June 30, 2024.



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 64% of retailers in regulated cities and towns. This difference in availability was also seen for 5-Pack cigars, which were available at 17% of retailers in areas without regulations, and at 13% of retailers in areas with regulations. The difference in price for single cigars was observed to be \$1.87 in cities and towns without regulations and \$3.03 for cities and towns with regulations. For 5-pack cigars the difference was \$4.57 vs \$6.95, more than \$2 higher for communities with local restrictions.

Figure 23. Overall Annual Availability and Pricing of Cigars, by Communities with and without Cigar Packaging Regulations, FY2021-FY2024



Impact of the statewide flavored tobacco restriction

On June 1, 2020, Massachusetts imposed restrictions on the sale of flavored tobacco products. Under this law, the sale of flavored cigarettes, cigars, chewing tobacco, and vaping products is prohibited in the state, with the exception of onsite purchase and consumption at licensed smoking bars.¹⁸ The restriction was introduced as an addition to existing regulations aimed to reduce smoking rates in youth and young adults, who often initiate tobacco use with flavored products. Following the introduction of this restriction, all tobacco products monitored in the pricing survey experienced a sharp decrease in availability. As observed in FY2021, FY2022 and FY2023 the availability of mint, menthol, and wintergreen flavors was near 0% in FY2024 for all types of tobacco products, indicating 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 FY2024, cigars in other flavors were available at over 16% of sampled retailers (16.8% availability for multi-pack cigars; 6.3% for single cigars), and vape products and nicotine pouches were available at about 2% of sampled retailers. Compared to FY2023, substantial increases were observed in availability

for multi-pack and single cigars, nicotine pouches and flavor enhancers when looking at flavored products excluding mint, menthol, and wintergreen. In cigars, it appears that cigars labeled as “sweet” are driving this increase. 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 flavored products will continue to be monitored over time.

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

Figure 24. Overall Annual Availability of Menthol Tobacco Products, FY2020-FY2024

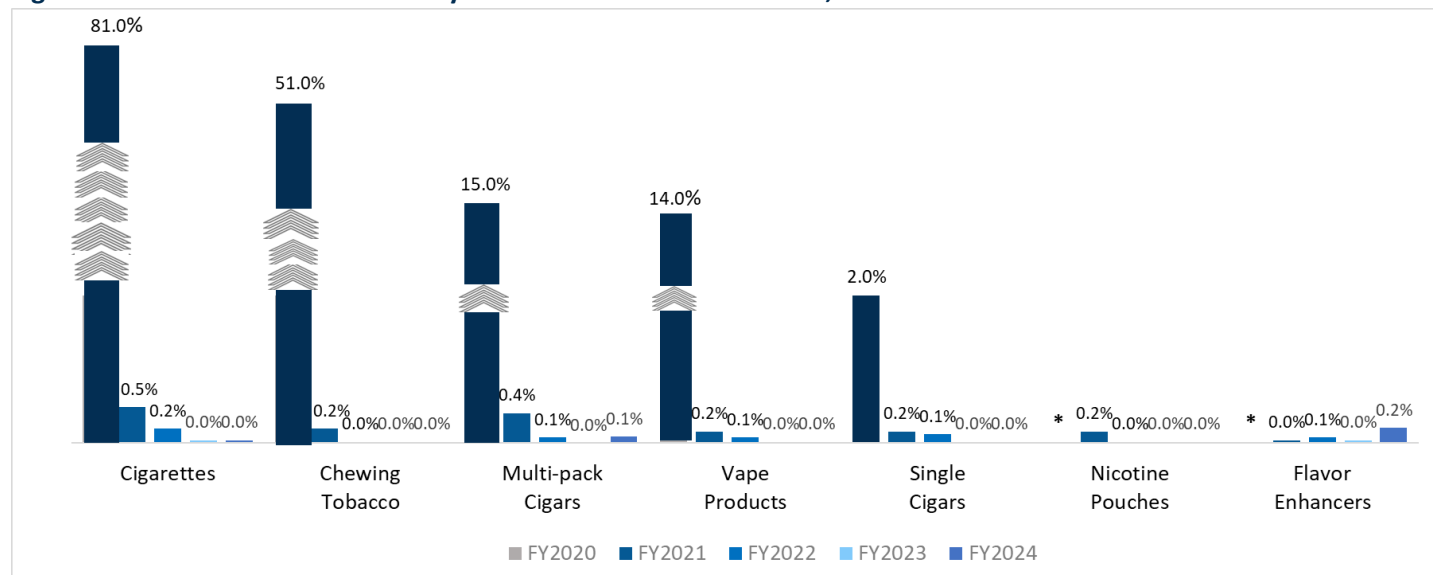
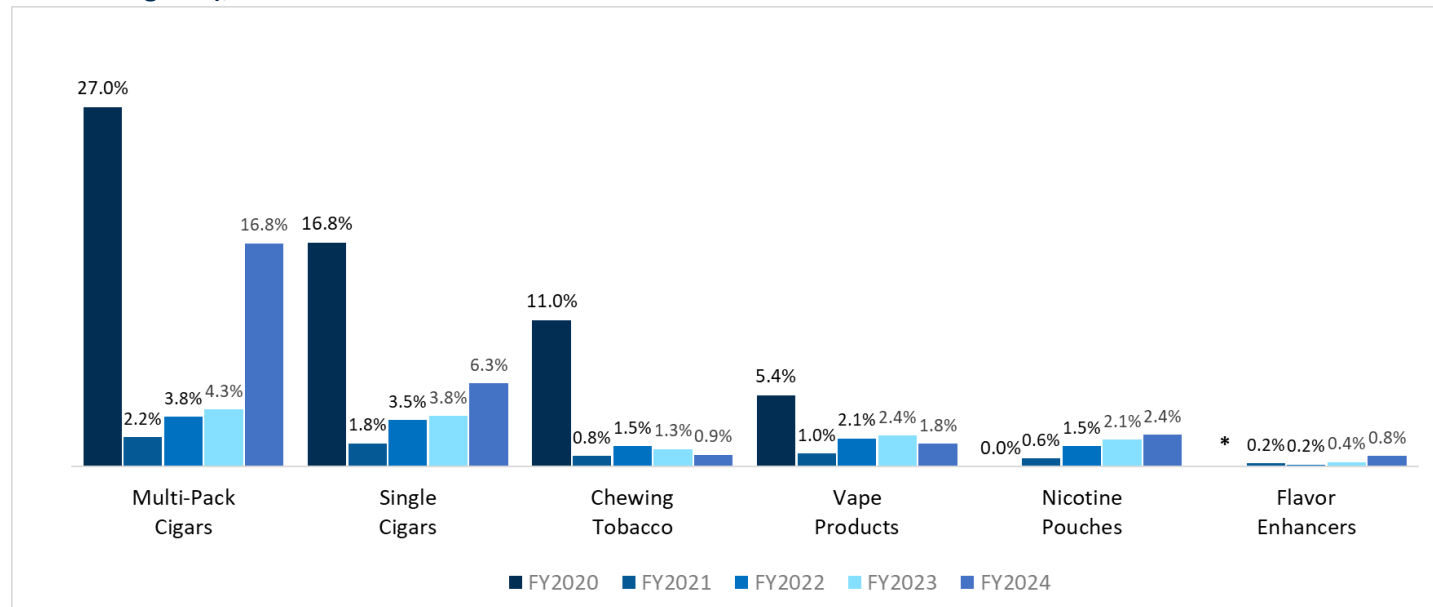


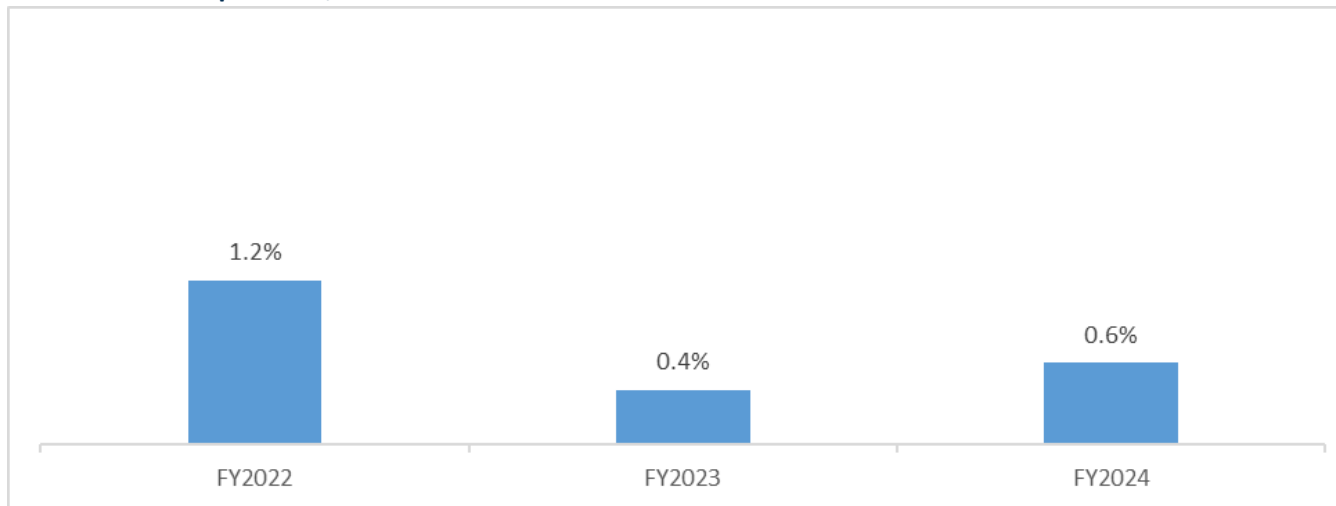
Figure 25. Overall Annual Availability of Other Flavored Tobacco Products (excluding mint, menthol, and wintergreen), FY2020-FY2024



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

Survey administrators collected information of advertising for mint, menthol, and wintergreen products within the retail location at the time of administering the survey. In FY2022, advertising for mint, menthol, and wintergreen products located anywhere in the store was observed at 59 retailers in 31 cities and towns (about 1.2% of sampled retailers). In FY2023, advertising for these products was slightly lower, observed at about 20 retailers in 18 cities and towns (about 0.4% of sampled retailers). 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)

Figure 26. Advertising observed at percent of retailers for mint, menthol, wintergreen and other flavored tobacco products, FY2022-FY2024



Takeaways

Based on data from the FY2024 pricing survey, all categories of tobacco products recorded either showed an increase in availability in FY2024 in MA as compared to the previous year or stayed the same. The largest increase in availability was for nicotine pouches (available at 50% of retailers in FY2023, compared to 59% in FY2024), followed by vape products, from 50% to 54% (respectively). Prices of most tobacco products have increased from previous years.

Data continue to show the effectiveness of flavored policies. As observed in FY2021 and FY2022, the availability of mint, menthol, and wintergreen flavors was near 0% in FY2024 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. In FY2024, multi- pack cigars in other flavors were available in 16.8% of sampled retailers. 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. Single cigars were available at 77% of retailers in cities and towns without regulations, and at 64% of retailers in regulated cities and towns. The difference in price for single cigars was observed to be \$1.87 in cities and towns without regulations and \$3.03 for cities and towns with regulations. A similar trend was seen for 5-pack cigars.

For free cessation counseling and nicotine replacement therapy (NRT) call 1-800-QUIT-NOW, the Massachusetts Quitline for tobacco and nicotine or enroll online at <https://ma.quitlogix.org/en-US/>. To anonymously report a flavored tobacco violation in a retailer call (800) 992-1895.

Appendix A. FY2024 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	5309	98%	5198	68%	3590	78%	4124	54%	2844	43%	2274	59%	3115
ABINGTON	21	100%	21	67%	14	81%	17	71%	15	57%	12	76%	16
ACTON	11	100%	11	45%	5	9%	1	.	.	18%	2	9%	1
ACUSHNET	8	100%	8	75%	6	100%	8	50%	4	25%	2	63%	5
ADAMS	9	100%	9	67%	6	78%	7	78%	7	78%	7	78%	7
AGAWAM	28	100%	28	64%	18	79%	22	54%	15	61%	17	61%	17
AMESBURY	13	100%	13	77%	10	77%	10	38%	5	46%	6	62%	8
AMHERST	12	92%	11	67%	8	92%	11	67%	8	42%	5	75%	9
ANDOVER	11	100%	11	27%	3	45%	5	27%	3	27%	3	36%	4
ARLINGTON	19	100%	19	47%	9	74%	14	74%	14	42%	8	63%	12
ASHBURNHAM	4	100%	4	50%	2	75%	3	50%	2	50%	2	50%	2
ASHBY	3	100%	3	67%	2	67%	2	33%	1	33%	1	67%	2
ASHLAND	15	100%	15	53%	8	73%	11	53%	8	47%	7	60%	9
ATHOL	15	100%	15	53%	8	87%	13	67%	10	67%	10	67%	10
ATTLEBORO	61	93%	57	59%	36	77%	47	61%	37	8%	5	54%	33
AUBURN	20	100%	20	75%	15	75%	15	70%	14	65%	13	70%	14
AVON	3	100%	3	67%	2	67%	2	67%	2	67%	2	67%	2
AYER	11	100%	11	64%	7	82%	9	45%	5	55%	6	64%	7
BARNSTABLE	56	95%	53	71%	40	75%	42	68%	38	55%	31	71%	40
BARRE	7	100%	7	43%	3	71%	5	71%	5	71%	5	57%	4
BECKET	1	100%	1	100%	1	100%	1	.	.	100%	1	.	.
BEDFORD	6	100%	6	83%	5	83%	5	33%	2	50%	3	50%	3
BELCHERTOWN	9	100%	9	78%	7	67%	6	56%	5	44%	4	56%	5
BELLINGHAM	24	100%	24	71%	17	88%	21	67%	16	50%	12	71%	17
BELMONT	14	86%	12	43%	6	57%	8	43%	6	36%	5	43%	6
BERKLEY	4	100%	4	75%	3	100%	4	50%	2	25%	1	75%	3

	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
BERLIN	5	100%	5	60%	3	60%	3	60%	3	60%	3	60%	3
BERNARDSTON	2	100%	2	50%	1	50%	1	.	.	50%	1	50%	1
BEVERLY	36	97%	35	50%	18	78%	28	61%	22	47%	17	72%	26
BILLERICA	32	100%	32	47%	15	59%	19	6%	2	34%	11	44%	14
BLACKSTONE	10	100%	10	100%	10	100%	10	.	.	40%	4	50%	5
BLANDFORD	2	100%	2	.	.	100%	2	100%	2	100%	2	100%	2
BOLTON	2	100%	2	50%	1	50%	1	50%	1	50%	1	50%	1
BOSTON	402	100%	402	80%	323	86%	346	52%	210	30%	122	62%	251
BOURNE	27	93%	25	59%	16	85%	23	63%	17	67%	18	74%	20
BOXBOROUGH	1	100%	1	100%	1
BOYLSTON	5	60%	3	60%	3	60%	3	40%	2	40%	2	60%	3
BRAINTREE	28	96%	27	71%	20	79%	22	71%	20	64%	18	75%	21
BREWSTER	6	100%	6	50%	3	50%	3	33%	2	50%	3	50%	3
BRIDGEWATER	16	100%	16	63%	10	88%	14	56%	9	69%	11	69%	11
BRIMFIELD	3	100%	3	33%	1	67%	2	67%	2	67%	2	67%	2
BROCKTON	97	100%	97	81%	79	87%	84	59%	57	37%	36	56%	54
BROOKFIELD	4	100%	4	75%	3	75%	3	25%	1	50%	2	50%	2
BROOKLINE	17	100%	17	53%	9	76%	13	65%	11	47%	8	71%	12
BUCKLAND	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
BURLINGTON	18	94%	17	50%	9	72%	13	61%	11	44%	8	78%	14
CAMBRIDGE	43	100%	43	49%	21	5%	2	7%	3	26%	11	.	.
CANTON	17	100%	17	94%	16	94%	16	.	.	53%	9	12%	2
CARVER	14	100%	14	50%	7	64%	9	43%	6	57%	8	71%	10
CHARLEMONT	2	100%	2	100%	2	100%	2	50%	1	50%	1	50%	1
CHARLTON	9	100%	9	89%	8	100%	9	89%	8	89%	8	89%	8
CHATHAM	9	100%	9	67%	6	67%	6	56%	5	67%	6	67%	6
CHELMSFORD	23	100%	23	61%	14	52%	12	43%	10	48%	11	57%	13
CHELSEA	29	100%	29	72%	21	90%	26	69%	20	21%	6	59%	17
CHESHIRE	4	100%	4	75%	3	75%	3	75%	3	75%	3	75%	3

	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
CHESTER	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
CHICOPEE	63	98%	62	90%	57	94%	59	63%	40	52%	33	68%	43
CHILMARK	2	100%	2	50%	1	50%	1
CLINTON	16	100%	16	56%	9	81%	13	56%	9	38%	6	69%	11
COHASSET	6	100%	6	67%	4	50%	3	33%	2	33%	2	33%	2
CONCORD	10	100%	10	80%	8	90%	9	50%	5	60%	6	60%	6
DALTON	5	100%	5	80%	4	100%	5	60%	3	80%	4	80%	4
DANVERS	26	92%	24	50%	13	73%	19	62%	16	42%	11	46%	12
DARTMOUTH	10	100%	10	80%	8	90%	9	70%	7	60%	6	70%	7
DEDHAM	20	100%	20	60%	12	75%	15	.	.	55%	11	60%	12
DEERFIELD	6	100%	6	67%	4	67%	4	67%	4	67%	4	83%	5
DENNIS	19	89%	17	84%	16	68%	13	68%	13	53%	10	68%	13
DIGHTON	7	100%	7	86%	6	100%	7	71%	5	43%	3	86%	6
DOUGLAS	3	100%	3	100%	3	100%	3	67%	2	100%	3	100%	3
DOVER	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
DRACUT	24	100%	24	67%	16	75%	18	58%	14	38%	9	67%	16
DUDLEY	10	100%	10	60%	6	60%	6	40%	4	30%	3	40%	4
DUNSTABLE	1	100%	1	100%	1	100%	1	.	.	100%	1	100%	1
DUXBURY	7	100%	7	100%	7	71%	5	57%	4	57%	4	86%	6
EAST BRIDGEWATER	12	100%	12	58%	7	92%	11	75%	9	75%	9	75%	9
EAST BROOKFIELD	4	100%	4	75%	3	75%	3	50%	2	50%	2	50%	2
EAST LONGMEADOW	13	92%	12	69%	9	77%	10	46%	6	62%	8	62%	8
EASTHAM	6	100%	6	67%	4	83%	5	83%	5	67%	4	83%	5
EASTHAMPTON	14	100%	14	29%	4	64%	9	50%	7	64%	9	64%	9
EASTON	16	100%	16	44%	7	63%	10	50%	8	50%	8	56%	9
EDGARTOWN	8	100%	8	63%	5	88%	7	50%	4	75%	6	88%	7
EGREMONT	1	100%	1
ERVING	1	100%	1	100%	1	100%	1	.	.	100%	1	.	.

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
ESSEX	2	100%	2	50%	1	100%	2	100%	2	100%	2	100%	2
EVERETT	49	96%	47	73%	36	69%	34	59%	29	24%	12	53%	26
FAIRHAVEN	17	94%	16	35%	6	76%	13	65%	11	47%	8	65%	11
FALL RIVER	114	100%	114	79%	90	83%	95	63%	72	7%	8	45%	51
FALMOUTH	31	100%	31	39%	12	87%	27	71%	22	74%	23	81%	25
FITCHBURG	38	100%	38	76%	29	84%	32	55%	21	45%	17	66%	25
FOXBOROUGH	12	100%	12	83%	10	75%	9	67%	8	58%	7	75%	9
FRAMINGHAM	50	98%	49	68%	34	82%	41	76%	38	46%	23	68%	34
FRANKLIN	19	100%	19	58%	11	79%	15	79%	15	63%	12	79%	15
FREETOWN	8	100%	8	100%	8	100%	8	63%	5	75%	6	88%	7
GARDNER	19	100%	19	89%	17	95%	18	89%	17	79%	15	79%	15
GEORGETOWN	4	100%	4	75%	3	50%	2	.	.
GILL	2	100%	2	.	.	50%	1	50%	1
GLOUCESTER	30	100%	30	37%	11	77%	23	60%	18	53%	16	67%	20
GRAFTON	8	100%	8	88%	7	75%	6	88%	7	75%	6	88%	7
GRANBY	4	100%	4	75%	3	100%	4	75%	3	25%	1	75%	3
GRANVILLE	1	100%	1
GREAT BARRINGTON	9	100%	9	89%	8	89%	8	56%	5	44%	4	56%	5
GREENFIELD	18	100%	18	39%	7	72%	13	67%	12	61%	11	72%	13
GROTON	5	100%	5	60%	3	100%	5	80%	4	100%	5	100%	5
GROVELAND	1	100%	1	100%	1
HADLEY	6	100%	6	67%	4	83%	5	50%	3	67%	4	83%	5
HALIFAX	7	100%	7	86%	6	100%	7	86%	6	86%	6	100%	7
HAMILTON	5	100%	5	100%	5	100%	5	60%	3	60%	3	60%	3
HAMPDEN	4	100%	4	75%	3	75%	3	50%	2	50%	2	75%	3
HANOVER	22	95%	21	77%	17	73%	16	59%	13	55%	12	73%	16
HANSON	6	100%	6	83%	5	83%	5	83%	5	67%	4	83%	5
HARDWICK	2	100%	2	50%	1	100%	2	50%	1	100%	2	100%	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
HARWICH	12	100%	12	50%	6	58%	7	58%	7	58%	7	67%	8
HATFIELD	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
HAVERHILL	51	100%	51	61%	31	86%	44	51%	26	39%	20	59%	30
HINGHAM	15	100%	15	67%	10	73%	11	60%	9	47%	7	60%	9
HINSDALE	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
HOLBROOK	14	100%	14	57%	8	64%	9	57%	8	36%	5	64%	9
HOLDEN	7	100%	7	43%	3	86%	6	57%	4	86%	6	71%	5
HOLLAND	2	100%	2	100%	2	100%	2	100%	2	50%	1	100%	2
HOLLISTON	10	90%	9	50%	5	60%	6	40%	4	30%	3	60%	6
HOLYOKE	51	98%	50	63%	32	84%	43	33%	17	33%	17	33%	17
HOPEDALE	3	67%	2	100%	3	100%	3	100%	3	67%	2	67%	2
HOPKINTON	6	100%	6	67%	4	83%	5	67%	4	67%	4	67%	4
HUBBARDSTON	2	100%	2	50%	1	100%	2	.	.	100%	2	50%	1
HUDSON	19	95%	18	58%	11	74%	14	63%	12	53%	10	63%	12
HULL	9	100%	9	89%	8	78%	7	11%	1	56%	5	67%	6
HUNTINGTON	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
IPSWICH	8	100%	8	25%	2	50%	4	50%	4	50%	4	63%	5
KINGSTON	15	100%	15	67%	10	100%	15	67%	10	93%	14	87%	13
LAKEVILLE	7	100%	7	100%	7	100%	7	86%	6	57%	4	100%	7
LANCASTER	4	100%	4	75%	3	100%	4	100%	4	75%	3	100%	4
LANESBOROUGH	5	80%	4	60%	3	60%	3	80%	4	40%	2	60%	3
LAWRENCE	99	91%	90	78%	77	87%	86	12%	12	13%	13	12%	12
LEE	12	100%	12	50%	6	83%	10	67%	8	67%	8	83%	10
LEICESTER	8	100%	8	50%	4	88%	7	63%	5	63%	5	75%	6
LENOX	5	100%	5	80%	4	80%	4	40%	2	60%	3	60%	3
LEOMINSTER	34	97%	33	65%	22	85%	29	50%	17	47%	16	62%	21
LEXINGTON	11	100%	11	55%	6	64%	7	55%	6	27%	3	36%	4
LINCOLN	1	100%	1
LITTLETON	10	100%	10	50%	5	60%	6	40%	4	60%	6	60%	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
LONGMEADOW	7	86%	6	71%	5	43%	3	.	.	29%	2	43%	3
LOWELL	103	98%	101	52%	54	74%	76	42%	43	27%	28	40%	41
LUDLOW	15	100%	15	73%	11	80%	12	33%	5	73%	11	73%	11
LUNENBURG	9	100%	9	89%	8	100%	9	78%	7	78%	7	100%	9
LYNN	113	98%	111	83%	94	88%	100	54%	61	24%	27	39%	44
LYNNFIELD	8	100%	8	50%	4	75%	6	75%	6	50%	4	75%	6
MALDEN	51	98%	50	55%	28	67%	34	6%	3	20%	10	43%	22
MANCHESTER	2	100%	2	100%	2	100%	2	50%	1	50%	1	50%	1
MANSFIELD	22	100%	22	68%	15	77%	17	73%	16	64%	14	73%	16
MARBLEHEAD	6	100%	6	67%	4	50%	3	50%	3	67%	4	50%	3
MARION	6	83%	5	17%	1	17%	1	17%	1	17%	1	17%	1
MARLBOROUGH	36	94%	34	69%	25	81%	29	75%	27	64%	23	67%	24
MARSHFIELD	17	100%	17	82%	14	76%	13	65%	11	71%	12	76%	13
MASHPEE	13	92%	12	54%	7	77%	10	69%	9	69%	9	77%	10
MATTAPOISETT	6	100%	6	100%	6	83%	5	50%	3	67%	4	100%	6
MAYNARD	8	100%	8	63%	5	75%	6	75%	6	50%	4	75%	6
MEDFIELD	6	100%	6	50%	3	50%	3	50%	3	50%	3	50%	3
MEDFORD	43	98%	42	49%	21	60%	26	49%	21	44%	19	58%	25
MEDWAY	11	100%	11	64%	7	73%	8	64%	7	45%	5	64%	7
MELROSE	10	100%	10	60%	6	80%	8	80%	8	70%	7	80%	8
MENDON	6	100%	6	67%	4	100%	6	33%	2	83%	5	83%	5
MERRIMAC	4	100%	4	50%	2	50%	2	.	.
METHUEN	39	100%	39	44%	17	74%	29	36%	14	28%	11	46%	18
MIDDLEBOROUGH	20	100%	20	70%	14	85%	17	70%	14	70%	14	85%	17
MIDDLETON	13	85%	11	54%	7	77%	10	62%	8	38%	5	62%	8
MILFORD	28	96%	27	29%	8	71%	20	57%	16	36%	10	64%	18
MILLBURY	9	100%	9	33%	3	78%	7	33%	3	33%	3	67%	6
MILLIS	8	100%	8	63%	5	75%	6	75%	6	63%	5	75%	6
MILLVILLE	2	100%	2	100%	2	50%	1	50%	1

	Retailers Observed	Cigarettes Availability	Retailers Sell Cigarettes	Single Cigar Availability	Retailers Sell Single Cigars	Multi-Pack Cigar Availability	Retailers Sell Multi- Pack Cigars	Vape Product Availability	Retailers Sell Vape Products	Chewing Tobacco Availability	Retailers Sell Chewing Tobacco	Nicotine Pouch Availability	Retailers Sell Nicotine Pouches
MILTON	9	100%	9	67%	6	89%	8	67%	6	67%	6	89%	8
MONSON	4	100%	4	50%	2	50%	2	.	.	50%	2	50%	2
MONTAGUE	8	100%	8	38%	3	75%	6	38%	3	50%	4	50%	4
NANTUCKET	16	94%	15	44%	7	50%	8	38%	6	38%	6	56%	9
NATICK	15	93%	14	53%	8	80%	12	73%	11	60%	9	80%	12
NEEDHAM	6	100%	6	50%	3	50%	3	50%	3	50%	3	50%	3
NEW BEDFORD	114	99%	113	90%	103	90%	103	70%	80	23%	26	52%	59
NEWBURY	4	100%	4	50%	2	25%	1	25%	1	25%	1	25%	1
NEWBURYPORT	12	100%	12	33%	4	67%	8	42%	5	42%	5	67%	8
NEWTON	21	100%	21	57%	12	5%	1	.	.	14%	3	5%	1
NORFOLK	5	100%	5	100%	5	100%	5	40%	2	60%	3	60%	3
NORTH ADAMS	11	91%	10	82%	9	82%	9	64%	7	55%	6	55%	6
NORTH ANDOVER	16	100%	16	38%	6	63%	10	6%	1	38%	6	63%	10
NORTH ATTLEBORO	15	100%	15	67%	10	67%	10	47%	7	53%	8	53%	8
NORTH BROOKFIELD	3	100%	3	67%	2	67%	2	67%	2	67%	2	33%	1
NORTH READING	12	100%	12	58%	7	67%	8	50%	6	50%	6	50%	6
NORTHAMPTON	21	95%	20	67%	14	86%	18	71%	15	43%	9	76%	16
NORTHBOROUGH	10	100%	10	70%	7	90%	9	80%	8	70%	7	80%	8
NORTHBRIDGE	12	92%	11	58%	7	83%	10	67%	8	58%	7	67%	8
NORTHFIELD	2	100%	2	50%	1	50%	1	.	.	50%	1	.	.
NORTON	13	85%	11	85%	11	69%	9	62%	8	23%	3	77%	10
NORWELL	7	100%	7	86%	6	100%	7	86%	6	71%	5	71%	5
NORWOOD	28	100%	28	61%	17	79%	22	4%	1	43%	12	71%	20
OAK BLUFFS	6	100%	6	33%	2	67%	4	.	.	33%	2	50%	3
OAKHAM	2	100%	2	50%	1	50%	1	50%	1
ORANGE	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	8
ORLEANS	5	100%	5	20%	1	60%	3	60%	3	60%	3	60%	3
OTIS	4	100%	4	50%	2	50%	2	25%	1	50%	2	50%	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
OXFORD	17	100%	17	53%	9	94%	16	76%	13	71%	12	88%	15
PALMER	15	100%	15	33%	5	73%	11	47%	7	60%	9	67%	10
PAXTON	1	100%	1	.	.	100%	1	100%	1
PEABODY	48	98%	47	73%	35	81%	39	65%	31	44%	21	73%	35
PEMBROKE	19	95%	18	84%	16	95%	18	68%	13	63%	12	79%	15
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	89%	33	97%	36	70%	26	65%	24	70%	26
PLAINVILLE	11	100%	11	64%	7	82%	9	64%	7	55%	6	73%	8
PLYMOUTH	43	95%	41	56%	24	72%	31	63%	27	56%	24	67%	29
PLYMPTON	2	100%	2	100%	2	100%	2	100%	2	50%	1	100%	2
PRINCETON	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1
PROVINCETOWN	11	82%	9	36%	4	45%	5	27%	3	18%	2	18%	2
QUINCY	70	100%	70	69%	48	79%	55	61%	43	56%	39	70%	49
RANDOLPH	16	94%	15	75%	12	75%	12	63%	10	44%	7	50%	8
RAYNHAM	17	100%	17	82%	14	82%	14	53%	9	47%	8	65%	11
READING	14	100%	14	57%	8	71%	10	64%	9	57%	8	64%	9
REHOBOTH	9	78%	7	89%	8	67%	6	56%	5	22%	2	33%	3
REVERE	38	100%	38	71%	27	82%	31	76%	29	37%	14	42%	16
ROCHESTER	3	100%	3	100%	3	100%	3	.	.	33%	1	100%	3
ROCKLAND	19	100%	19	89%	17	84%	16	74%	14	68%	13	74%	14
ROCKPORT	2	100%	2	50%	1	100%	2	100%	2	50%	1	100%	2
ROWLEY	7	86%	6	71%	5	57%	4	43%	3	43%	3	43%	3
RUSSELL	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2
RUTLAND	5	100%	5	80%	4	80%	4	20%	1	80%	4	100%	5
SALEM	49	98%	48	61%	30	88%	43	65%	32	45%	22	76%	37
SALISBURY	9	100%	9	33%	3	67%	6	33%	3	22%	2	67%	6
SANDWICH	13	100%	13	38%	5	77%	10	77%	10	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
SCITUATE	10	100%	10	70%	7	70%	7	60%	6	50%	5	50%	5
SEEKONK	25	96%	24	72%	18	88%	22	76%	19	44%	11	64%	16
SHARON	5	100%	5	80%	4	60%	3	40%	2	40%	2	40%	2
SHEFFIELD	2	100%	2	50%	1	100%	2	.	.	50%	1	.	.
SHELBURNE	4	100%	4	.	.	25%	1	.	.	100%	4	50%	2
SHIRLEY	4	100%	4	75%	3	100%	4	50%	2	50%	2	100%	4
SHREWSBURY	17	94%	16	71%	12	82%	14	71%	12	59%	10	71%	12
SOMERSET	22	100%	22	68%	15	77%	17	59%	13	18%	4	64%	14
SOMERVILLE	60	98%	59	53%	32	65%	39	5%	3	32%	19	52%	31
SOUTH HADLEY	10	100%	10	50%	5	90%	9	.	.	50%	5	80%	8
SOUTHAMPTON	6	100%	6	50%	3	83%	5	50%	3	83%	5	83%	5
SOUTHBOROUGH	8	100%	8	88%	7	100%	8	50%	4	75%	6	75%	6
SOUTHBRIDGE	22	91%	20	73%	16	82%	18	50%	11	32%	7	45%	10
SOUTHWICK	12	92%	11	75%	9	75%	9	33%	4	33%	4	67%	8
SPENCER	8	100%	8	63%	5	100%	8	75%	6	75%	6	75%	6
SPRINGFIELD	191	96%	184	93%	177	94%	180	42%	81	25%	48	36%	69
STERLING	4	100%	4	50%	2	100%	4	75%	3	100%	4	100%	4
STOCKBRIDGE	2	100%	2	100%	2	100%	2	50%	1	50%	1	50%	1
STONEHAM	17	100%	17	41%	7	59%	10	59%	10	41%	7	65%	11
STOUGHTON	31	100%	31	65%	20	77%	24	71%	22	55%	17	71%	22
STOW	4	100%	4	75%	3	75%	3	50%	2	50%	2	75%	3
STURBRIDGE	12	100%	12	75%	9	67%	8	50%	6	67%	8	58%	7
SUDBURY	8	88%	7	75%	6	88%	7	63%	5	50%	4	63%	5
SUNDERLAND	4	100%	4	50%	2	50%	2	25%	1	50%	2	75%	3
SUTTON	6	83%	5	83%	5	83%	5	67%	4	67%	4	83%	5
SWAMPSCOTT	7	100%	7	71%	5	57%	4	57%	4	57%	4	57%	4
SWANSEA	20	95%	19	60%	12	75%	15	60%	12	20%	4	60%	12
TAUNTON	52	98%	51	79%	41	83%	43	77%	40	6%	3	73%	38
TEMPLETON	5	100%	5	80%	4	100%	5	40%	2	40%	2	60%	3

	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
TEWKSBURY	28	100%	28	61%	17	75%	21	68%	19	64%	18	64%	18
TISBURY	5	80%	4	40%	2	40%	2	60%	3	40%	2	60%	3
TOPSFIELD	4	100%	4	50%	2	50%	2	25%	1	25%	1	50%	2
TOWNSEND	6	100%	6	50%	3	83%	5	50%	3	50%	3	50%	3
TRURO	4	100%	4	75%	3	50%	2
TYNGSBOROUGH	4	100%	4	50%	2
UPTON	5	100%	5	40%	2	40%	2	.	.	20%	1	20%	1
UXBRIDGE	13	100%	13	92%	12	100%	13	100%	13	77%	10	92%	12
WAKEFIELD	16	100%	16	69%	11	75%	12	69%	11	44%	7	63%	10
WALPOLE	16	94%	15	50%	8	69%	11	50%	8	44%	7	63%	10
WALTHAM	39	100%	39	51%	20	3%	1	3%	1	23%	9	.	.
WARE	9	89%	8	44%	4	78%	7	78%	7	44%	4	67%	6
WAREHAM	36	100%	36	56%	20	83%	30	69%	25	64%	23	81%	29
WARREN	5	100%	5	100%	5	100%	5	60%	3	60%	3	60%	3
WATERTOWN	27	93%	25	37%	10	67%	18	59%	16	33%	9	56%	15
WEBSTER	19	89%	17	84%	16	84%	16	63%	12	47%	9	47%	9
WELLESLEY	4	100%	4	50%	2	25%	1	.	.
WELLFLEET	6	100%	6	50%	3	50%	3	17%	1	17%	1	33%	2
WENDELL	1	100%	1	.	.	100%	1	.	.	100%	1	.	.
WENHAM	1	100%	1	100%	1	100%	1	100%	1	100%	1	.	.
WEST BOYLSTON	9	100%	9	67%	6	67%	6	67%	6	56%	5	67%	6
WEST BRIDGEWATER	13	100%	13	77%	10	77%	10	62%	8	54%	7	69%	9
WEST BROOKFIELD	4	100%	4	100%	4	100%	4	100%	4	75%	3	75%	3
WEST SPRINGFIELD	26	96%	25	73%	19	85%	22	62%	16	62%	16	77%	20
WEST STOCKBRIDGE	2	100%	2	50%	1	50%	1	50%	1
WESTBOROUGH	17	100%	17	82%	14	94%	16	76%	13	65%	11	82%	14
WESTFIELD	36	97%	35	78%	28	81%	29	69%	25	67%	24	72%	26

	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
WESTFORD	16	100%	16	50%	8	69%	11	44%	7	56%	9	56%	9
WESTMINSTER	6	100%	6	50%	3	50%	3	33%	2	50%	3	33%	2
WESTON	1	100%	1	100%	1	100%	1	.	.
WESTPORT	17	100%	17	24%	4	82%	14	59%	10	.	.	59%	10
WESTWOOD	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3
WEYMOUTH	58	98%	57	50%	29	69%	40	62%	36	52%	30	66%	38
WHATELY	3	100%	3	.	.	100%	3	67%	2	67%	2	67%	2
WHITMAN	13	100%	13	85%	11	92%	12	85%	11	69%	9	92%	12
WILBRAHAM	7	100%	7	57%	4	100%	7	57%	4	71%	5	86%	6
WILLIAMSBURG	3	100%	3	67%	2	100%	3	33%	1	67%	2	33%	1
WILLIAMSTOWN	5	100%	5	100%	5	60%	3	20%	1	60%	3	40%	2
WINCHENDON	8	100%	8	63%	5	88%	7	50%	4	50%	4	63%	5
WINCHESTER	7	100%	7	29%	2	57%	4	43%	3	57%	4	57%	4
WINTHROP	14	100%	14	71%	10	64%	9	64%	9	64%	9	64%	9
WOBURN	25	100%	25	68%	17	24%	6	8%	2
WORCESTER	186	96%	178	75%	140	87%	162	64%	119	42%	78	61%	114
WRENTHAM	8	100%	8	75%	6	75%	6	75%	6	50%	4	63%	5
YARMOUTH	23	100%	23	57%	13	74%	17	65%	15	57%	13	57%	13

Appendix B. Average Price of Tobacco Products by Town Surveyed, Pricing Survey FY2024

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
Overall	5151	\$12.80	\$11.89	\$8.49	\$2.67	\$1.14	\$8.58	\$5.50	\$10.71
ABINGTON	21	\$12.87	\$11.61	\$8.49	\$3.07	\$1.16	\$10.72	\$5.15	\$10.38
ACTON	11	\$13.18	\$13.61	\$11.08	\$2.38	\$2.00	.	\$8.00	\$10.99
ACUSHNET	8	\$12.15	\$11.19	\$7.37	\$1.43	\$0.80	\$10.30	\$5.20	\$14.99
ADAMS	9	\$12.43	\$11.57	\$8.15	\$2.61	\$1.17	\$8.38	\$4.67	\$10.45
AGAWAM	28	\$12.50	\$11.56	\$8.09	\$2.87	\$1.35	\$9.03	\$4.54	\$9.36
AMESBURY	13	\$12.91	\$12.01	\$9.02	\$2.57	\$1.03	\$10.46	\$5.70	\$10.26
AMHERST	12	\$13.13	\$11.78	\$8.36	\$4.10	\$1.39	\$7.51	\$5.41	\$5.77
ANDOVER	11	\$13.46	\$12.33	\$10.79	\$2.56	\$1.37	\$17.49	\$5.52	\$11.57
ARLINGTON	19	\$12.72	\$11.71	\$8.90	\$2.53	\$1.20	\$8.16	\$6.10	\$11.71
ASHBURNHAM	4	\$13.84	\$13.46	\$9.43	\$7.79	\$1.22	\$9.62	\$4.75	\$6.94
ASHBY	3	\$13.16	\$12.81	\$7.56	\$2.10	\$1.38	\$7.25	\$6.49	\$14.39
ASHLAND	15	\$13.20	\$11.98	\$8.24	\$4.26	\$1.49	\$7.80	\$6.85	\$12.59
ATHOL	15	\$13.33	\$12.47	\$8.08	\$3.57	\$1.14	\$9.37	\$5.76	\$11.28
ATTLEBORO	61	\$12.20	\$11.20	\$8.27	\$2.91	\$1.32	\$8.12	\$5.16	\$8.31
AUBURN	20	\$12.79	\$11.66	\$8.67	\$2.32	\$0.93	\$7.74	\$5.43	\$8.85
AVON	3	\$12.55	\$11.76	\$8.83	\$2.50	\$0.96	\$9.00	\$1.98	\$16.99
AYER	11	\$12.59	\$12.10	\$8.31	\$2.15	\$1.36	\$9.34	\$4.70	\$9.98
BARNSTABLE	56	\$12.97	\$11.95	\$8.58	\$1.83	\$0.86	\$10.63	\$5.29	\$9.34
BARRE	7	\$13.17	\$12.41	\$7.90	\$1.46	\$0.93	\$9.90	\$4.87	\$9.68
BECKET	1	\$12.68	\$11.55	\$9.85	\$1.89	\$1.50	.	.	\$16.39
BEDFORD	6	\$13.06	\$12.26	\$8.60	\$4.66	\$2.17	\$7.47	\$5.23	\$8.14
BELCHERTOWN	9	\$12.49	\$11.82	\$8.16	\$2.45	\$1.81	\$8.64	\$5.06	\$10.49
BELLINGHAM	24	\$12.93	\$11.62	\$8.29	\$2.88	\$1.42	\$8.50	\$5.02	\$9.55
BELMONT	14	\$12.37	\$11.47	\$9.82	\$3.30	\$1.67	\$7.38	\$5.67	\$11.23
BERKLEY	4	\$13.23	\$12.48	\$8.21	\$1.66	\$1.14	\$9.81	\$6.14	\$17.99
BERLIN	5	\$13.06	\$12.39	\$8.68	\$1.52	\$1.11	\$7.88	\$5.42	\$4.39

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
BERNARDSTON	2	\$13.01	\$12.76	\$8.33	\$1.69	\$0.60	.	\$5.19	\$16.39
BEVERLY	36	\$13.23	\$12.36	\$9.00	\$3.30	\$0.96	\$10.10	\$6.05	\$9.79
BILLERICA	32	\$12.96	\$12.37	\$8.99	\$2.57	\$1.42	\$13.44	\$5.99	\$11.17
BLACKSTONE	10	\$12.52	\$11.39	\$7.47	\$1.66	\$0.59	.	\$5.30	\$7.24
BLANDFORD	2	\$15.07	\$14.12	\$11.08	.	\$1.37	\$9.75	\$4.49	\$5.64
BOLTON	2	\$13.36	\$11.94	\$7.95	\$4.99	\$1.67	.	\$5.89	\$13.99
BOSTON	402	\$12.81	\$12.04	\$8.37	\$3.09	\$0.92	\$6.68	\$6.13	\$14.35
BOURNE	27	\$13.21	\$12.07	\$8.18	\$2.10	\$1.28	\$10.94	\$4.45	\$8.27
BOXBOROUGH	1	\$12.45	\$12.78	\$11.27	\$2.99
BOYLSTON	5	\$12.85	\$11.41	\$7.69	\$2.39	\$0.96	\$8.00	\$5.21	\$7.06
BRAINTREE	28	\$13.10	\$11.97	\$8.71	\$2.70	\$0.70	\$7.07	\$5.09	\$11.37
BREWSTER	6	\$12.82	\$12.14	\$9.91	\$3.76	\$2.64	\$11.74	\$6.49	\$14.66
BRIDGEWATER	16	\$12.63	\$11.69	\$8.31	\$4.44	\$1.59	\$7.61	\$4.79	\$10.02
BRIMFIELD	3	\$13.41	\$12.66	\$8.90	\$2.51	\$1.10	\$7.71	\$4.54	\$11.45
BROCKTON	97	\$12.63	\$11.67	\$8.11	\$2.86	\$1.26	\$8.68	\$5.27	\$9.76
BROOKFIELD	4	\$13.32	\$12.59	\$8.20	\$1.22	\$1.22	\$7.75	\$4.78	\$7.89
BROOKLINE	17	\$13.17	\$12.03	\$9.20	\$3.47	\$1.27	\$7.07	\$7.19	\$12.59
BUCKLAND	1	\$13.84	\$12.55	\$7.99	\$2.50	\$1.74	\$15.49	\$4.99	\$6.84
BURLINGTON	18	\$12.70	\$11.67	\$8.36	\$2.76	\$1.74	\$8.71	\$5.75	\$7.89
CAMBRIDGE	43	\$13.06	\$13.58	\$10.50	\$1.43	\$1.36	.	.	\$7.39
CANTON	17	\$13.04	\$11.97	\$8.59	\$2.52	\$0.98	.	\$6.66	\$12.38
CARVER	14	\$12.98	\$12.17	\$8.30	\$2.95	\$1.61	\$7.89	\$5.23	\$12.11
CHARLEMONT	2	\$13.64	\$11.57	\$8.22	\$3.33	\$1.41	\$14.05	\$6.61	\$6.41
CHARLTON	9	\$13.62	\$12.02	\$8.37	\$2.92	\$1.48	\$7.22	\$4.71	\$9.80
CHATHAM	9	\$13.19	\$12.11	\$7.79	\$6.01	\$2.32	\$9.46	\$5.33	\$12.68
CHELMSFORD	23	\$12.96	\$12.24	\$8.64	\$2.81	\$1.62	\$9.91	\$5.94	\$11.50
CHELSEA	29	\$12.89	\$12.00	\$8.22	\$2.95	\$0.68	\$8.19	\$6.03	\$12.80
CHESHIRE	4	\$12.78	\$11.87	\$7.94	\$1.81	\$1.21	\$6.88	\$4.66	\$10.57
CHESTER	1	\$14.37	\$13.04	\$8.32	\$1.19	\$1.20	\$6.25	\$5.99	\$5.99

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
CHICOPEE	63	\$13.17	\$12.13	\$8.13	\$1.54	\$0.67	\$8.11	\$5.63	\$12.56
CHILMARK	2	\$15.36	.	\$14.12	.	.	.	\$7.53	\$15.29
CLINTON	16	\$13.09	\$11.81	\$8.64	\$3.18	\$1.27	\$9.90	\$5.85	\$13.67
COHASSET	6	\$12.81	\$11.39	\$9.58	\$2.32	\$1.13	\$9.18	\$4.89	\$9.99
CONCORD	10	\$13.53	\$12.56	\$10.30	\$4.64	\$1.84	\$11.09	\$5.89	\$10.53
DALTON	5	\$13.01	\$11.39	\$8.04	\$2.42	\$1.48	\$9.30	\$5.28	\$12.92
DANVERS	26	\$13.55	\$12.66	\$8.90	\$2.72	\$1.73	\$7.79	\$5.85	\$13.84
DARTMOUTH	10	\$12.50	\$11.77	\$8.33	\$1.53	\$0.90	\$7.34	\$5.18	\$10.42
DEDHAM	20	\$12.88	\$11.88	\$8.58	\$3.32	\$1.26	.	\$5.73	\$10.00
DEERFIELD	6	\$12.96	\$12.05	\$7.88	\$2.30	\$0.76	\$8.16	\$5.37	\$8.30
DENNIS	19	\$12.69	\$11.45	\$9.05	\$3.54	\$0.72	\$8.21	\$5.58	\$9.21
DIGHTON	7	\$12.56	\$11.90	\$7.76	\$2.61	\$0.69	\$7.62	\$5.94	\$14.20
DOUGLAS	3	\$12.55	\$11.22	\$7.91	\$1.44	\$0.72	\$8.59	\$5.02	\$11.20
DOVER	2	\$13.45	\$12.58	\$9.68	\$6.40	\$1.13	\$6.94	\$6.50	\$15.70
DRACUT	24	\$12.70	\$11.88	\$8.14	\$2.89	\$1.24	\$10.09	\$5.45	\$7.58
DUDLEY	10	\$12.83	\$12.07	\$8.16	\$1.74	\$1.16	\$8.11	\$5.33	\$9.53
DUNSTABLE	1	\$13.36	\$12.10	\$8.25	\$1.89	\$1.06	.	\$5.49	\$14.39
DUXBURY	7	\$12.50	\$11.76	\$8.88	\$5.97	\$1.34	\$3.58	\$5.70	\$10.16
EAST BRIDGEWATER	12	\$12.59	\$11.47	\$8.32	\$1.90	\$0.74	\$7.93	\$4.70	\$10.64
EAST BROOKFIELD	4	\$13.76	\$12.38	\$8.99	\$1.39	\$1.08	\$9.50	\$4.41	\$8.85
EAST LONGMEADOW	13	\$12.45	\$11.43	\$8.39	\$2.80	\$1.74	\$7.34	\$5.27	\$10.73
EASTHAM	6	\$12.76	\$11.34	\$9.45	\$5.29	\$1.29	\$9.43	\$5.00	\$8.51
EASTHAMPTON	14	\$13.33	\$12.04	\$8.33	\$3.33	\$1.03	\$8.63	\$4.82	\$9.77
EASTON	16	\$12.60	\$11.67	\$8.90	\$5.75	\$1.31	\$8.49	\$5.46	\$11.62
EDGARTOWN	8	\$13.63	\$12.49	\$10.64	\$3.90	\$1.29	\$17.37	\$6.27	\$10.19
EGREMONT	1	\$13.29	.	\$11.64
ERVING	1	\$11.95	.	\$9.14	\$1.88	\$0.89	.	.	\$14.06
ESSEX	2	\$13.16	\$12.21	\$8.13	\$2.59	\$0.75	\$7.37	\$5.29	\$11.97
EVERETT	49	\$12.63	\$11.77	\$8.31	\$2.89	\$1.51	\$7.79	\$6.43	\$12.64

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
FAIRHAVEN	17	\$12.50	\$11.19	\$7.87	\$3.91	\$1.40	\$8.54	\$4.81	\$14.98
FALL RIVER	114	\$12.03	\$11.32	\$7.73	\$1.44	\$0.70	\$7.45	\$5.40	\$10.24
FALMOUTH	31	\$13.01	\$11.92	\$8.46	\$3.67	\$1.45	\$11.91	\$5.01	\$9.13
FITCHBURG	38	\$12.50	\$11.73	\$7.73	\$2.56	\$1.37	\$8.23	\$5.38	\$9.69
FOXBOROUGH	12	\$12.96	\$12.17	\$8.64	\$2.22	\$0.99	\$8.29	\$5.33	\$10.66
FRAMINGHAM	50	\$13.01	\$11.88	\$8.10	\$3.12	\$1.50	\$7.76	\$5.46	\$8.64
FRANKLIN	19	\$12.98	\$11.76	\$8.25	\$2.79	\$1.12	\$8.46	\$5.60	\$10.17
FREETOWN	8	\$12.35	\$11.36	\$7.77	\$1.96	\$0.76	\$8.50	\$5.01	\$13.56
GARDNER	19	\$13.38	\$12.49	\$8.12	\$3.34	\$1.14	\$11.06	\$5.20	\$10.84
GEORGETOWN	4	\$13.65	\$14.24	\$11.77	\$1.50	.	.	.	\$11.99
GILL	2	\$13.77	\$12.63	\$10.37	.	\$0.27	.	\$5.49	.
GLOUCESTER	30	\$13.49	\$12.37	\$8.64	\$2.73	\$1.53	\$8.22	\$5.71	\$11.58
GRAFTON	8	\$13.13	\$11.78	\$8.55	\$3.70	\$1.40	\$7.77	\$5.05	\$8.13
GRANBY	4	\$12.77	\$11.72	\$7.76	\$2.38	\$1.09	\$8.63	\$4.37	\$7.70
GRANVILLE	1	\$13.31	.	\$13.31
GREAT BARRINGTON	9	\$13.13	\$11.92	\$9.54	\$3.03	\$1.54	\$12.50	\$5.17	\$7.95
GREENFIELD	18	\$13.34	\$12.20	\$8.29	\$2.78	\$1.30	\$10.82	\$5.53	\$7.46
GROTON	5	\$12.72	\$12.65	\$8.52	\$3.32	\$1.44	\$6.76	\$5.38	\$9.18
GROVELAND	1	\$14.00	\$13.67	\$12.16	\$1.99
HADLEY	6	\$13.20	\$11.98	\$8.87	\$2.71	\$1.32	\$7.53	\$4.74	\$13.53
HALIFAX	7	\$12.58	\$11.14	\$7.54	\$4.26	\$0.37	\$6.43	\$4.97	\$10.74
HAMILTON	5	\$13.25	\$12.13	\$8.76	\$4.13	\$1.93	\$6.11	\$5.26	\$11.57
HAMPDEN	4	\$13.37	\$12.01	\$8.71	\$1.73	\$1.34	\$8.70	\$5.09	\$10.34
HANOVER	22	\$12.06	\$11.12	\$8.43	\$3.17	\$0.63	\$6.88	\$4.98	\$10.33
HANSON	6	\$12.15	\$11.94	\$8.36	\$1.72	\$0.92	\$9.34	\$4.40	\$10.04
HARDWICK	2	\$12.68	\$12.12	\$7.80	\$2.50	\$0.72	\$6.95	\$5.12	\$6.90
HARWICH	12	\$12.81	\$11.63	\$9.13	\$4.31	\$1.25	\$11.82	\$4.98	\$9.26
HATFIELD	1	\$13.05	\$11.72	\$7.65	\$1.99	\$0.62	\$7.50	\$5.99	\$11.99
HAVERHILL	51	\$12.62	\$11.59	\$8.42	\$2.60	\$1.33	\$11.26	\$5.48	\$9.65

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
HINGHAM	15	\$12.46	\$11.40	\$9.31	\$2.26	\$0.73	\$7.37	\$5.11	\$14.17
HINSDALE	1	\$13.08	\$12.61	\$7.52	\$1.19	\$0.83	\$8.25	\$6.29	\$7.95
HOLBROOK	14	\$12.42	\$11.49	\$8.60	\$3.32	\$1.25	\$7.97	\$5.11	\$7.95
HOLDEN	7	\$12.91	\$11.70	\$7.87	\$2.56	\$1.45	\$8.13	\$4.99	\$10.58
HOLLAND	2	\$13.54	\$12.27	\$7.62	\$1.47	\$0.92	\$11.37	\$5.34	\$12.00
HOLLISTON	10	\$12.69	\$11.74	\$7.93	\$2.92	\$1.28	\$7.55	\$5.21	\$11.86
HOLYOKE	51	\$12.39	\$11.34	\$8.17	\$2.21	\$1.14	\$7.96	\$5.74	\$10.25
HOPEDALE	3	\$12.57	\$11.75	\$7.94	\$2.96	\$1.14	\$6.96	\$4.61	\$6.60
HOPKINTON	6	\$13.38	\$12.48	\$8.70	\$4.10	\$1.35	\$6.22	\$5.09	\$10.87
HUBBARDSTON	2	\$13.00	\$13.29	\$8.71	\$3.29	\$0.78	.	\$6.00	\$13.09
HUDSON	19	\$13.43	\$12.03	\$8.36	\$3.76	\$1.49	\$8.76	\$5.04	\$8.83
HULL	9	\$13.09	\$11.52	\$8.34	\$2.02	\$0.87	\$9.00	\$5.17	\$11.40
HUNTINGTON	1	\$13.23	\$12.23	\$7.78	\$1.18	\$1.00	\$6.50	\$6.49	\$6.49
IPSWICH	8	\$12.39	\$11.44	\$8.49	\$2.15	\$1.25	\$7.82	\$4.84	\$12.19
KINGSTON	15	\$12.21	\$11.62	\$8.25	\$3.78	\$1.27	\$8.02	\$5.23	\$12.08
LAKEVILLE	7	\$12.90	\$12.01	\$7.88	\$1.68	\$0.86	\$10.43	\$5.70	\$6.75
LANCASTER	4	\$12.09	\$11.74	\$8.48	\$2.34	\$0.98	\$9.26	\$5.42	\$6.66
LANESBOROUGH	5	\$12.78	\$12.46	\$8.27	\$2.63	\$1.65	\$10.82	\$5.51	\$7.99
LAWRENCE	99	\$12.46	\$11.97	\$8.90	\$2.67	\$1.38	\$11.64	\$5.41	\$10.29
LEE	12	\$13.98	\$12.41	\$8.76	\$3.29	\$1.21	\$10.17	\$5.68	\$9.18
LEICESTER	8	\$13.14	\$11.79	\$7.80	\$2.18	\$1.46	\$6.85	\$5.64	\$9.79
LENOX	5	\$13.75	\$12.57	\$9.04	\$4.75	\$2.14	\$9.17	\$5.82	\$14.08
LEOMINSTER	34	\$12.69	\$11.86	\$7.88	\$2.97	\$1.38	\$7.63	\$4.95	\$8.76
LEXINGTON	11	\$13.43	\$12.17	\$9.56	\$3.87	\$1.48	\$6.79	\$5.46	\$5.44
LINCOLN	1	\$13.79	\$14.17	\$11.34
LITTLETON	10	\$13.56	\$12.75	\$8.42	\$3.51	\$1.35	\$10.85	\$4.56	\$7.96
LONGMEADOW	7	\$13.14	\$11.42	\$9.17	\$3.52	\$1.12	.	\$4.72	\$16.50
LOWELL	103	\$12.66	\$11.66	\$8.01	\$2.62	\$1.39	\$8.97	\$6.00	\$10.79
LUDLOW	15	\$12.94	\$11.71	\$8.21	\$2.46	\$1.46	\$6.50	\$5.78	\$10.50

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
LUNENBURG	9	\$13.01	\$12.00	\$7.72	\$1.69	\$1.06	\$7.42	\$5.69	\$10.10
LYNN	113	\$12.50	\$11.81	\$8.17	\$2.50	\$0.81	\$9.58	\$5.68	\$12.18
LYNNFIELD	8	\$12.89	\$11.83	\$8.72	\$4.88	\$1.50	\$10.98	\$5.92	\$11.29
MALDEN	51	\$12.68	\$11.76	\$8.77	\$3.11	\$1.39	\$9.39	\$6.29	\$10.75
MANCHESTER	2	\$14.04	\$13.21	\$10.28	\$1.79	\$1.52	\$9.10	\$7.52	\$15.05
MANSFIELD	22	\$12.38	\$11.42	\$8.15	\$2.38	\$1.21	\$10.17	\$5.21	\$9.15
MARBLEHEAD	6	\$12.51	\$12.33	\$10.04	\$3.19	\$1.70	\$11.74	\$4.36	\$13.41
MARION	6	\$12.37	\$10.92	\$9.25	\$2.51	\$1.26	\$8.75	\$4.29	\$15.29
MARLBOROUGH	36	\$13.09	\$12.00	\$8.10	\$3.35	\$1.62	\$7.73	\$5.77	\$11.84
MARSHFIELD	17	\$12.41	\$11.36	\$8.59	\$2.64	\$0.60	\$7.11	\$4.72	\$11.84
MASHPEE	13	\$13.38	\$12.43	\$8.67	\$3.61	\$1.55	\$11.03	\$4.48	\$9.17
MATTAPOISETT	6	\$13.35	\$11.95	\$8.61	\$1.92	\$0.98	\$8.87	\$5.47	\$9.62
MAYNARD	8	\$13.02	\$12.22	\$8.58	\$3.46	\$1.21	\$7.61	\$5.52	\$9.24
MEDFIELD	6	\$12.79	\$12.00	\$8.91	\$7.19	\$1.43	\$7.75	\$5.24	\$9.96
MEDFORD	43	\$12.65	\$11.89	\$8.85	\$2.81	\$1.35	\$8.45	\$6.34	\$14.04
MEDWAY	11	\$13.07	\$11.73	\$8.26	\$3.81	\$1.45	\$7.71	\$4.96	\$10.27
MELROSE	10	\$12.84	\$11.86	\$8.53	\$2.74	\$1.44	\$8.04	\$6.29	\$14.03
MENDON	6	\$12.72	\$11.64	\$7.70	\$4.17	\$1.49	\$10.30	\$5.13	\$12.88
MERRIMAC	4	\$13.98	\$14.50	\$12.27	\$1.30	.	.	.	\$11.74
METHUEN	39	\$13.00	\$12.10	\$8.61	\$2.97	\$1.28	\$10.95	\$5.75	\$8.87
MIDDLEBOROUGH	20	\$12.64	\$11.55	\$7.95	\$2.40	\$1.38	\$10.21	\$5.13	\$9.33
MIDDLETON	13	\$12.59	\$11.44	\$8.03	\$3.09	\$1.36	\$9.90	\$5.68	\$11.58
MILFORD	28	\$12.52	\$11.76	\$8.22	\$4.23	\$1.29	\$7.94	\$5.30	\$9.08
MILLBURY	9	\$12.90	\$11.73	\$8.12	\$5.52	\$1.32	\$7.78	\$5.03	\$5.37
MILLIS	8	\$12.81	\$11.44	\$8.02	\$2.77	\$1.18	\$7.55	\$5.18	\$12.38
MILLVILLE	2	\$13.23	\$11.20	\$9.39	\$2.89	\$1.10	.	\$4.49	.
MILTON	9	\$12.69	\$11.91	\$9.51	\$3.67	\$1.45	\$8.25	\$7.38	\$12.69
MONSON	4	\$13.45	\$12.22	\$8.04	\$2.50	\$1.33	.	\$4.59	\$9.75
MONTAGUE	8	\$13.01	\$12.18	\$8.74	\$2.08	\$1.14	\$8.66	\$5.49	\$9.85

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
NANTUCKET	16	\$14.31	\$13.42	\$12.46	\$2.35	\$1.32	\$13.89	\$6.18	\$14.09
NATICK	15	\$13.23	\$12.26	\$8.95	\$4.95	\$1.35	\$9.05	\$5.45	\$10.67
NEEDHAM	6	\$13.20	\$12.23	\$10.74	\$5.00	\$1.92	\$14.91	\$4.86	\$9.96
NEW BEDFORD	114	\$12.26	\$11.35	\$7.67	\$1.45	\$0.60	\$8.92	\$5.25	\$13.83
NEWBURY	4	\$13.16	\$12.79	\$11.53	\$1.67	\$0.60	\$12.05	\$5.96	\$14.44
NEWBURYPORT	12	\$12.98	\$11.54	\$9.56	\$6.12	\$1.33	\$10.95	\$5.96	\$12.69
NEWTON	21	\$12.99	\$13.48	\$10.85	\$1.63	\$1.49	.	\$4.99	\$7.26
NORFOLK	5	\$13.31	\$12.58	\$7.61	\$4.25	\$1.20	\$7.22	\$5.32	\$11.95
NORTH ADAMS	11	\$12.68	\$11.68	\$8.08	\$2.87	\$1.18	\$9.57	\$6.83	\$13.34
NORTH ANDOVER	16	\$12.64	\$11.89	\$9.56	\$2.66	\$1.31	.	\$5.57	\$9.90
NORTH ATTLEBORO	15	\$12.61	\$11.82	\$8.94	\$5.13	\$1.22	\$12.66	\$4.14	\$7.60
NORTH BROOKFIELD	3	\$13.40	\$12.71	\$7.96	\$1.80	\$0.95	\$11.37	\$4.49	\$11.97
NORTH READING	12	\$13.11	\$12.06	\$9.90	\$3.61	\$1.45	\$13.75	\$5.38	\$10.00
NORTHAMPTON	21	\$12.97	\$11.63	\$8.15	\$3.28	\$1.23	\$7.72	\$5.27	\$10.20
NORTHBOROUGH	10	\$12.63	\$11.54	\$8.24	\$4.49	\$1.28	\$7.51	\$5.22	\$9.43
NORTHBRIDGE	12	\$13.45	\$12.13	\$8.08	\$3.04	\$1.30	\$6.21	\$5.16	\$7.98
NORTHFIELD	2	\$13.05	\$13.57	\$9.24	\$1.19	\$0.60	.	.	\$16.59
NORTON	13	\$12.30	\$11.73	\$8.39	\$3.29	\$1.29	\$9.72	\$5.41	\$11.74
NORWELL	7	\$12.56	\$11.72	\$8.67	\$4.99	\$0.82	\$6.64	\$5.28	\$12.76
NORWOOD	28	\$12.87	\$11.94	\$8.20	\$3.24	\$1.63	\$8.46	\$5.57	\$11.56
OAK BLUFFS	6	\$13.82	\$13.22	\$11.80	\$2.50	\$1.42	.	\$5.56	\$7.83
OAKHAM	2	\$12.91	\$13.21	\$9.57	.	.	.	\$6.99	\$19.99
ORANGE	8	\$13.01	\$12.33	\$7.95	\$2.88	\$0.79	\$8.08	\$5.42	\$10.07
ORLEANS	5	\$12.94	\$12.35	\$9.57	\$5.99	\$1.08	\$8.56	\$4.44	\$7.55
OTIS	4	\$13.28	\$12.99	\$10.65	\$2.64	\$1.41	\$9.00	\$6.74	\$12.84
OXFORD	17	\$12.85	\$11.74	\$8.24	\$2.68	\$1.50	\$7.91	\$5.13	\$7.58
PALMER	15	\$12.81	\$11.93	\$7.82	\$2.57	\$1.62	\$9.29	\$5.23	\$10.34
PAXTON	1	\$12.71	\$11.25	\$7.53	.	\$0.65	.	\$7.00	.
PEABODY	48	\$12.95	\$11.94	\$8.29	\$3.09	\$1.14	\$8.61	\$5.84	\$12.37

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
PEMBROKE	19	\$12.88	\$11.60	\$8.47	\$2.19	\$0.60	\$6.62	\$4.76	\$10.91
PEPPERELL	5	\$13.69	\$12.60	\$10.35	\$1.85	\$1.06	\$9.42	\$5.09	\$10.12
PETERSHAM	1	\$13.48	\$12.23	\$8.54	.	\$1.80	.	.	\$15.99
PHILLIPSTON	1	\$13.27	\$11.86	\$7.50	\$1.87	\$0.60	\$8.43	\$5.62	\$14.99
PITTSFIELD	37	\$12.88	\$11.66	\$7.90	\$3.04	\$1.41	\$9.63	\$5.74	\$10.19
PLAINVILLE	11	\$12.68	\$12.02	\$8.75	\$4.68	\$1.15	\$6.97	\$5.00	\$13.48
PLYMOUTH	43	\$13.15	\$11.93	\$8.75	\$2.85	\$1.47	\$8.97	\$4.97	\$8.86
PLYMPTON	2	\$12.92	\$12.26	\$7.84	\$1.89	\$0.70	\$9.87	\$5.62	\$7.29
PRINCETON	1	\$13.50	\$12.23	\$7.67	\$2.49	\$0.90	\$6.50	\$4.99	\$10.99
PROVINCETOWN	11	\$13.15	\$12.71	\$9.81	\$6.00	\$1.41	\$8.47	\$4.47	\$10.50
QUINCY	70	\$12.64	\$11.67	\$8.53	\$1.83	\$0.94	\$8.87	\$5.50	\$11.36
RANDOLPH	16	\$12.70	\$12.07	\$8.03	\$1.73	\$1.17	\$8.64	\$5.05	\$13.12
RAYNHAM	17	\$12.28	\$11.32	\$8.30	\$1.66	\$0.84	\$9.33	\$4.85	\$8.64
READING	14	\$13.43	\$12.64	\$8.76	\$3.62	\$1.18	\$9.16	\$5.72	\$13.13
REHOBOTH	9	\$12.43	\$11.24	\$8.82	\$3.27	\$1.04	\$6.73	\$4.79	\$7.45
REVERE	38	\$12.80	\$11.96	\$8.43	\$3.34	\$0.97	\$9.44	\$5.80	\$9.30
ROCHESTER	3	\$13.69	\$12.96	\$7.81	\$1.75	\$1.10	.	\$5.35	\$18.59
ROCKLAND	19	\$12.67	\$11.57	\$8.00	\$1.68	\$0.42	\$6.37	\$5.25	\$12.56
ROCKPORT	2	\$13.54	\$12.64	\$8.65	\$2.50	\$0.63	\$7.17	\$5.12	\$14.99
ROWLEY	7	\$12.62	\$11.78	\$9.02	\$3.75	\$1.04	\$9.75	\$5.82	\$14.63
RUSSELL	2	\$12.76	\$11.44	\$8.29	\$1.85	\$1.13	\$6.91	\$4.72	\$10.89
RUTLAND	5	\$13.10	\$12.12	\$8.74	\$1.82	\$0.96	\$8.11	\$5.31	\$12.21
SALEM	49	\$12.75	\$11.86	\$8.25	\$2.87	\$1.08	\$9.56	\$6.13	\$11.12
SALISBURY	9	\$12.15	\$11.26	\$8.64	\$1.79	\$1.11	\$6.82	\$6.03	\$8.02
SANDWICH	13	\$13.17	\$11.97	\$8.69	\$3.87	\$1.29	\$11.87	\$4.74	\$8.02
SCITUATE	10	\$12.84	\$11.96	\$9.36	\$4.16	\$1.23	\$7.26	\$4.46	\$12.37
SEEKONK	25	\$11.87	\$10.83	\$8.29	\$3.74	\$1.01	\$8.40	\$4.84	\$8.65
SHARON	5	\$13.14	\$11.97	\$9.26	\$1.79	\$2.51	\$6.95	\$4.62	\$10.85
SHEFFIELD	2	\$12.75	\$11.48	\$8.71	\$1.77	\$0.58	.	.	\$14.19

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
SHELBURNE	4	\$13.58	\$12.95	\$8.37	.	\$1.83	.	\$6.14	\$13.39
SHIRLEY	4	\$12.99	\$12.41	\$7.79	\$2.33	\$0.89	\$11.25	\$6.29	\$12.49
SHREWSBURY	17	\$13.17	\$12.05	\$8.30	\$2.95	\$1.62	\$7.11	\$5.16	\$8.50
SOMERSET	22	\$12.46	\$11.54	\$8.18	\$2.10	\$0.77	\$8.60	\$5.51	\$9.82
SOMERVILLE	60	\$12.91	\$11.96	\$9.13	\$3.30	\$1.01	\$8.44	\$6.79	\$13.53
SOUTH HADLEY	10	\$12.69	\$11.89	\$8.14	\$3.80	\$1.28	.	\$4.74	\$6.98
SOUTHAMPTON	6	\$12.81	\$11.70	\$8.58	\$2.69	\$1.06	\$4.30	\$6.13	\$10.17
SOUTHBOROUGH	8	\$13.28	\$12.02	\$7.98	\$4.49	\$2.10	\$6.42	\$6.07	\$10.77
SOUTHBRIDGE	22	\$12.66	\$11.36	\$7.74	\$1.50	\$0.75	\$7.10	\$5.41	\$10.00
SOUTHWICK	12	\$12.38	\$11.30	\$8.09	\$1.35	\$0.67	\$10.81	\$5.33	\$9.63
SPENCER	8	\$13.42	\$12.28	\$8.20	\$5.72	\$1.92	\$7.21	\$4.76	\$10.52
SPRINGFIELD	191	\$12.29	\$11.27	\$8.21	\$1.45	\$0.69	\$8.71	\$5.36	\$9.40
STERLING	4	\$13.38	\$12.08	\$8.13	\$0.99	\$1.36	\$7.66	\$5.17	\$10.56
STOCKBRIDGE	2	\$13.49	\$12.50	\$9.73	\$3.13	\$2.79	\$8.50	\$5.41	\$9.69
STONEHAM	17	\$13.23	\$12.36	\$9.03	\$2.51	\$1.33	\$8.58	\$6.33	\$13.40
STOUGHTON	31	\$12.40	\$11.29	\$8.14	\$2.74	\$1.16	\$9.11	\$5.22	\$10.69
STOW	4	\$12.54	\$11.86	\$9.15	\$3.09	\$0.80	\$11.25	\$6.21	\$15.74
STURBRIDGE	12	\$13.55	\$12.40	\$9.27	\$1.94	\$0.88	\$10.28	\$4.53	\$10.07
SUDBURY	8	\$13.19	\$11.87	\$9.48	\$4.21	\$1.73	\$7.54	\$5.41	\$13.43
SUNDERLAND	4	\$12.88	\$11.96	\$9.15	\$2.50	\$1.25	\$10.00	\$5.42	\$10.96
SUTTON	6	\$13.12	\$11.97	\$8.32	\$1.73	\$0.98	\$7.65	\$5.13	\$6.99
SWAMPSCOTT	7	\$12.96	\$12.49	\$9.61	\$3.16	\$1.19	\$10.22	\$6.17	\$11.32
SWANSEA	20	\$12.53	\$11.68	\$8.35	\$1.72	\$0.67	\$6.61	\$4.99	\$15.73
TAUNTON	52	\$12.84	\$11.73	\$7.93	\$1.36	\$0.79	\$9.12	\$5.74	\$13.87
TEMPLETON	5	\$13.23	\$12.61	\$8.64	\$2.59	\$1.17	\$6.95	\$5.24	\$6.45
TEWKSBURY	28	\$13.46	\$12.35	\$8.75	\$3.84	\$1.37	\$10.26	\$5.60	\$10.85
TISBURY	5	\$14.09	\$12.89	\$11.05	\$2.70	\$1.31	\$7.64	\$5.57	\$8.24
TOPSFIELD	4	\$13.14	\$12.39	\$10.22	\$3.11	\$0.92	\$9.46	\$7.00	\$9.38
TOWNSEND	6	\$13.18	\$12.09	\$8.59	\$3.34	\$1.07	\$11.74	\$5.01	\$5.18

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
TRURO	4	\$13.43	\$12.91	\$11.17	\$4.59	\$1.38	.	.	.
TYNGSBOROUGH	4	\$12.62	\$13.23	\$10.04	\$4.50
UPTON	5	\$12.72	\$11.73	\$8.95	\$1.60	\$1.46	.	\$4.49	\$7.59
UXBRIDGE	13	\$12.23	\$11.23	\$7.83	\$2.54	\$1.23	\$6.89	\$5.47	\$10.85
WAKEFIELD	16	\$13.39	\$11.99	\$8.43	\$3.79	\$1.46	\$7.63	\$5.95	\$10.12
WALPOLE	16	\$13.09	\$12.28	\$8.69	\$3.88	\$1.62	\$9.00	\$6.01	\$11.38
WALTHAM	39	\$13.01	\$13.37	\$10.74	\$1.40	\$0.88	.	.	\$10.03
WARE	9	\$12.03	\$11.45	\$7.61	\$1.97	\$0.94	\$9.11	\$4.84	\$11.04
WAREHAM	36	\$13.06	\$11.94	\$8.38	\$2.53	\$1.38	\$8.75	\$5.14	\$10.15
WARREN	5	\$13.23	\$12.71	\$8.01	\$1.67	\$0.79	\$9.18	\$5.26	\$12.32
WATERTOWN	27	\$12.82	\$11.75	\$9.37	\$4.09	\$1.20	\$8.59	\$5.66	\$12.54
WEBSTER	19	\$13.06	\$11.92	\$8.16	\$2.60	\$0.98	\$7.28	\$4.75	\$7.80
WELLESLEY	4	\$12.89	\$13.44	\$11.12	\$1.59	.	.	.	\$11.00
WELLFLEET	6	\$12.81	\$12.43	\$9.15	\$4.42	\$1.54	\$9.25	\$4.79	\$7.00
WENDELL	1	\$13.73	\$12.45	\$11.29	.	\$0.14	.	.	.
WENHAM	1	\$13.73	\$12.49	\$7.99	\$2.50	\$1.25	\$8.50	.	\$18.99
WEST BOYLSTON	9	\$12.90	\$11.93	\$8.26	\$4.50	\$1.42	\$7.33	\$4.81	\$6.39
WEST BRIDGEWATER	13	\$12.61	\$11.61	\$8.69	\$1.46	\$0.96	\$7.68	\$5.14	\$9.64
WEST BROOKFIELD	4	\$13.09	\$12.35	\$7.60	\$2.92	\$0.45	\$7.15	\$5.90	\$12.26
WEST SPRINGFIELD	26	\$12.57	\$11.52	\$7.97	\$2.49	\$1.61	\$10.19	\$4.65	\$9.50
WEST STOCKBRIDGE	2	\$13.08	\$11.89	\$8.11	\$4.97	\$1.40	.	\$5.39	.
WESTBOROUGH	17	\$13.63	\$12.36	\$8.61	\$1.85	\$0.97	\$7.03	\$5.26	\$10.13
WESTFIELD	36	\$12.88	\$11.93	\$7.94	\$2.27	\$1.27	\$8.00	\$5.54	\$8.18
WESTFORD	16	\$13.48	\$12.28	\$8.90	\$3.62	\$1.46	\$10.20	\$5.40	\$9.22
WESTMINSTER	6	\$13.59	\$13.14	\$8.84	\$1.66	\$1.05	\$6.95	\$4.24	\$10.42
WESTON	1	\$11.98	\$11.56	\$10.40	\$1.09	.	.	.	\$12.67
WESTPORT	17	\$12.30	\$11.62	\$7.63	\$2.07	\$1.53	\$7.72	\$4.93	.
WESTWOOD	3	\$13.63	\$11.97	\$9.48	\$2.86	\$1.52	\$7.43	\$4.39	\$6.62
WEYMOUTH	58	\$12.94	\$11.91	\$8.59	\$3.20	\$0.77	\$7.35	\$4.97	\$12.26

CITY/TOWN	Retailer Count	Marlboro	Newport	Cheapest Cigarette	Single Cigar	Unit Price Multi-Pack Cigars	Unit Price Cheapest Vape Pod Pack	Cheapest nicotine pouches	Cheapest smokeless
WHATELY	3	\$13.43	\$11.88	\$8.62	.	\$1.22	\$8.12	\$4.64	\$6.99
WHITMAN	13	\$12.94	\$11.85	\$8.02	\$1.60	\$0.96	\$7.90	\$5.63	\$11.63
WILBRAHAM	7	\$12.75	\$11.56	\$8.52	\$2.53	\$1.31	\$9.94	\$4.54	\$10.11
WILLIAMSBURG	3	\$13.04	\$12.11	\$8.98	\$1.95	\$1.31	\$6.95	\$4.24	\$9.44
WILLIAMSTOWN	5	\$13.15	\$11.92	\$9.71	\$4.57	\$1.42	\$9.25	\$9.12	\$10.85
WINCHENDON	8	\$12.94	\$12.24	\$8.45	\$2.49	\$1.65	\$9.85	\$5.80	\$10.47
WINCHESTER	7	\$13.49	\$12.49	\$8.81	\$3.85	\$1.67	\$8.96	\$5.77	\$12.55
WINTHROP	14	\$13.49	\$12.67	\$8.71	\$3.06	\$1.18	\$8.87	\$5.96	\$10.31
WOBURN	25	\$13.05	\$13.48	\$11.35	\$1.47	.	.	\$6.11	\$12.69
WORCESTER	186	\$12.70	\$11.67	\$7.94	\$2.52	\$1.40	\$7.78	\$5.53	\$8.98
WRENTHAM	8	\$13.42	\$12.14	\$8.50	\$2.84	\$1.19	\$7.15	\$5.34	\$10.14
YARMOUTH	23	\$12.69	\$11.76	\$8.07	\$2.79	\$1.46	\$10.31	\$4.79	\$12.09

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