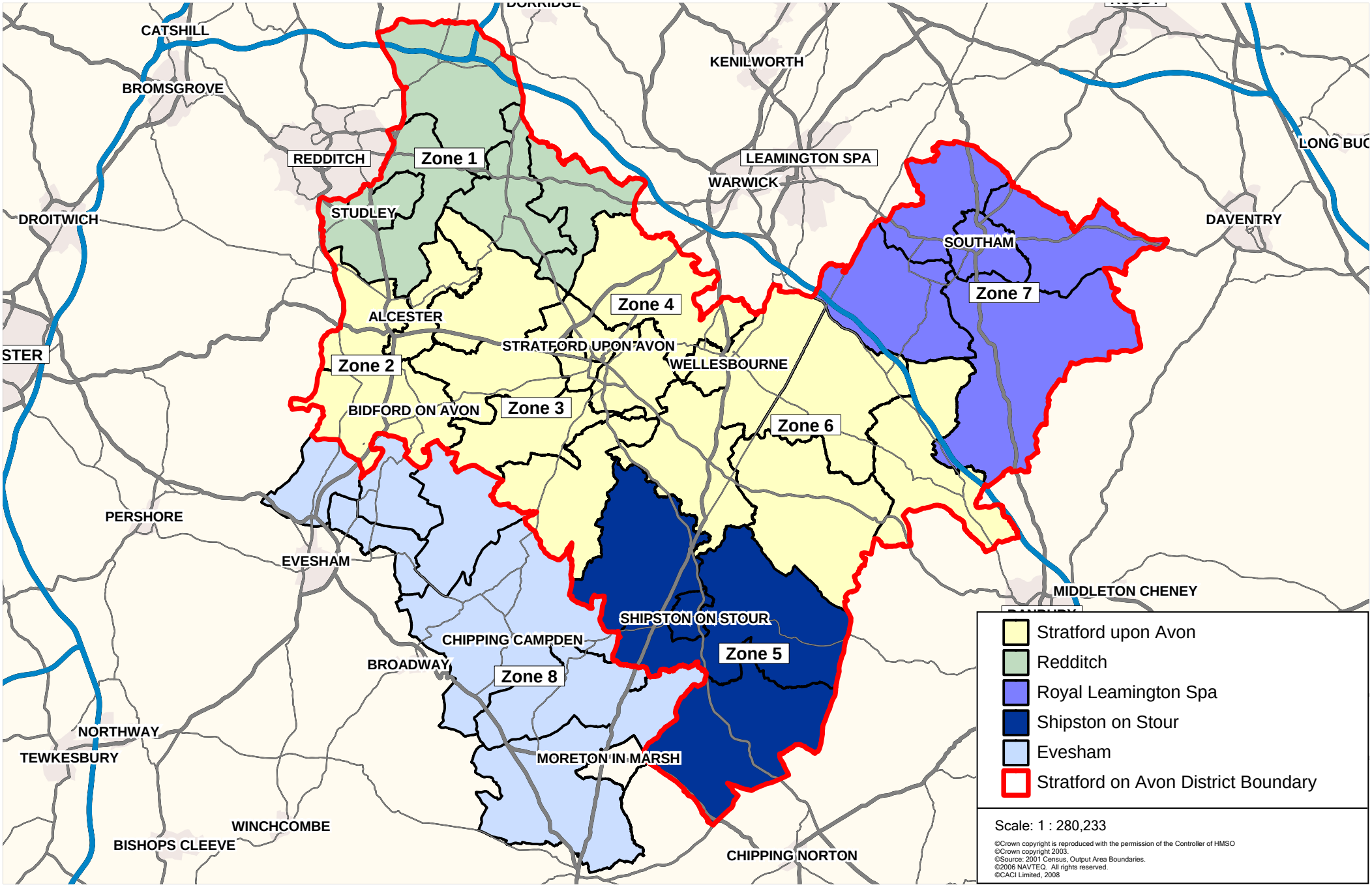**Fig. 4.7. Town Dominance Map: Convenience Goods Shopping**