**Consumer Attitude towards Shopping ICE**

A market research firm measures 6 variables relating to consumer attitudes towards shopping on a seven-point Likert scale. The variables are:

1. Shopping is fun
2. Shopping is bad for your budget
3. I combine shopping with eating out
4. I try to get the best buys when shopping
5. I don’t care about shopping
6. You can save a lot of money by comparing prices

The data are in the file “**Shopping attitude CA.sav”.** Is it possible to form clusters? If so, how many emerge? What can they be called? Are they different from one another?