**Toothpaste Data Analysis ICE**

A leading toothpaste company elicits data from 30 consumers on the following variables:

1. I think cavity prevention is important.
2. I think toothpaste use should result in shiny teeth.
3. I think a toothpaste should strengthen gums.
4. I think fresh breath is important.
5. I think prevention of tooth decay is not important.
6. I think tooth paste use should result in attractive teeth.

The data are in the file “toothpaste data factor.sav”.

Part A:

Before proceeding with further data analysis, the company wants to see if the data can be reduced. Can you help? How many factors emerge? What can they be called?

Part B:

What drives preference? What is your advice to the marketing manager of this company?