

A consumer products company relies on direct mail marketing pieces as a major component of its advertising campaigns. The company has three different designs for a new brochure and want to evaluate their effectiveness, as there are substantial differences in costs between the three designs. The company decides to test the three designs by mailing 5,000 samples of each to potential customers in four different regions of the country. Since there are known regional differences in the customer base, regions are considered as blocks. The number of responses to each mailing is shown below.

Design	Region			
	NE	NW	SE	SW
1	250	350	219	375
2	400	525	390	580
3	275	340	200	310