

Published on *National Catholic Reporter* (<https://www.ncronline.org>)

August 15, 2009 at 9:36am

---

## How About If We Count Doughnuts?

by Ken Briggs

NCR Today

Since there remains a tendency to make big trends out of scraps of evidence, let me try another tack.

Bob's Bakery has been having a tough time of it since a health store/bagel shop opened next door.

Nonetheless, in the past year he's noticed that cinnamon doughnuts are selling better. Last year he sold a total of 15,000 doughnuts (down four percent from the previous year). However he sold 10 more of the jelly variety than the year before and 30 more cinnamon doughnuts .

If Bob were to hail this as a major trend in favor of cinnamon doughnuts his bank might have second thoughts about keeping him afloat.

Advertisement

---

**Source URL (retrieved on 04/22/2018 - 1:41pm):** <https://www.ncronline.org/blogs/ncr-today/how-about-if-we-count-doughnuts>

### Links:

[1] <https://www.ncronline.org/forward/join?clickSource=end-article>

[2] <https://www.ncronline.org/node/160616>