

THE GOOD Manifesto.



MOST HELPFUL REGIONS

The most helpful regions are East Midlands, North West and Wales



LEAST HELPFUL REGIONS

The least helpful regions are London, South East and Yorkshire



EAST MIDLANDS

is the most helpful region based on good deeds done and how often people offer their help

81%

of North West believe everyone has the potential to be a good person

REPUBLIC OF IRELAND

NORTHERN IRELAND

SCOTLAND

North West

North East

Yorkshire and the Humber

East Midlands

West Midlands

WALES

East Anglia

West

Essex

South West

South

Greater London

South East



WALES AND SOUTH WEST

Donating blood is a top deed for people of Wales and South West

42%

of Londoners say they were helped out by a stranger during the pandemic

58%

of Londoners believe that you can teach someone to be a good person



GOOD SODA. GOOD FOLK. GOOD DEEDS.

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