



SODA
• FOLK •

THE GOOD *manifesto.*

RESULTS 2021/22



WHAT DOES IT MEAN TO BE GOOD?

Our message has always been the same - we're far more than just a soda brand. But why does not only talking about doing good but actually following up on our words matter so much to us?

We get asked this a lot and to be honest, we don't know any different. Good Deeds are key to everything we do, they're built into our ethos and way of working. And although it's been another year of monumental change that same ethos has never changed.

We wanted to see if our fellow Brits shared our sentiments when it comes to spreading Good Deeds, so we picked up from where we left off with last year's survey, and put some questions to the nation again.

Luckily we're not alone.



THE RESULTS...

45%

of Brits say they've carried out more deeds this year than 2020

70%

of Brits wish they'd been able to carry out more deeds this year
(vs. 68% last year)

69%

of Brits plan to carry out more good deeds once the pandemic is over
(vs. 64% last year)

39%

of Brits admit to lying about doing a good deed to make themselves feel better
(vs. 53% last year)

49%

of Brits believe we've become kinder as a nation this year
(vs. 48% last year)

*On average people have carried out **10 Good Deeds this year***
(vs. 10 Good Deeds from 2020)

WHAT MAKES A 'GOOD' PERSON?

Top Three Traits that were voted for:

Same top three as 2020!

Kindness

61%

Loyalty

59%

Honesty

58%



THE NATION'S TOP 10 DEEDS

2021/22



In comparison, the Top 10 Good Deeds in 2020 were:

- | Rank | Deed (2020) | Deed (2021/22) |
|------|---|---|
| 1 | Saving someone's life | Saving someone's life |
| 2 | Donating an organ | Donating to charity |
| 3 | Fostering or adopting a child | Volunteering your time |
| 4 | Donating blood | Giving someone a hug |
| 5 | Volunteering your time | Donating an organ |
| 6 | Chasing after someone if they've dropped something | Chasing after someone if they've dropped something |
| 7 | Giving money or food to the homeless | Giving money/food to the homeless |
| 8 | Setting up a charity | Saying thank you/writing a thank you note |
| 9 | Donating to charity | Helping a neighbour, friend or family member out with DIY |
| 10 | Helping a neighbour, friend or family member out with DIY | Helping a neighbour, friend or family member out with DIY |

THE TOP SECRETS TO LIVING A 'GOOD' LIFE ARE...



In 2020, the top three were...

1. Feeling loved
2. Family
3. Having time for yourself