

Who's Laughing Now? Brits Admit They're in Desperate Need of a Laugh as UK Giggle Gap Revealed



- Two thirds of Brits consider themselves funny (66%), yet almost two fifths (38%) are “desperate” for a laugh – exposing a growing giggle gap across the country
- In fact, one in ten Brits can't remember their last proper laugh (11%) and a fifth haven't laughed in over a fortnight (20%)
- Jason Manford hits the streets to lift the nation's mood and launch 'The Comedy Credit Service' to give Brits a much-needed laugh
- The research also reveals a new UK 'Chuckle Chart' with Brits backing Liverpool as the UK's funniest city
- Missed Jason? Cheez-It is handing out 'Comedy Credits' to Brits - with prizes including laughter yoga and comedy therapy sessions

Brits might think they're funny - with a confident 66% backing their own banter - but nearly two in five (38%) admit they're downright desperate for a laugh, exposing a giggle gap across the UK.

In fact, one in ten (11%) Brits can't remember their last proper laugh, a fifth haven't laughed in over a fortnight (20%), and nearly two thirds (63%) admit they're 'yearning' for more joy in the winter months.

The research, commissioned by Cheez-It, sees comedian Jason Manford teaming up with the cheezy baked snack to spread joy in London - where two in ten Brits say laughter is needed most (19%), topping the list of British cities.

Jason Manford hit the capital's streets, delivering surprise moments of laughter - especially as a huge 81% of Londoners admit they're craving joy during the winter months - more than anywhere else in the UK.

Yet despite the doom and bloom, the research also revealed a new UK "Chuckle Chart" crowning Liverpool as the funniest city in the UK, with one in six people naming it the place most likely to leave them in stitches (16%).

The Liverpoolians beat off competition from Glasgow (7%), London (6%), Newcastle and Birmingham, which completed the top five. While humour may be thriving in pockets of the country, the results suggest the nation as a whole is crying out to be cheered up, highlighting a gaping giggle gap - with a depressing 14% saying they've gone a few weeks without laughing at all.

The findings also revealed a clear north-south divide when it comes to humour, with just two southern cities - London and Brighton - making it into the top 10 funniest places in the UK.

On top of this, around one in eight (13%) named February as the bleakest month of the entire year. Cold weather, the thick of winter and short, dark days were cited as the main reasons this month feels so miserable.

When winter blues strike, Brits turn to life's little comforts, with snacks (36%) and having a laugh (34%) among the top ways to lift their mood - beaten only by time with loved ones (46%) and watching TV (40%).

A huge three thirds (75%) said they are actively hoping for a mood boost during the long, dark winter season. In an aim to do just that, Cheez-It is introducing a 'Comedy Credits Service' which will surprise and delight Brits with unexpected moments of laughter.

The most common humour style people identified with was dry or sarcastic (37%), followed by sharp banter (16%), while over one in ten (11%) admitted their go-to humour is a classic cheesy dad joke.

Jason Manford said: "February can feel like the longest, gloomiest month of the year, and with London revealed as the city most in need of a laugh, it made sense to hit the capital's streets and spread a bit of joy. I'm not surprised to see so many northern cities in the top 10 funniest places - when the weather's that bad, you either laugh or cry, and we've clearly chosen laughter. I had a brilliant time bringing some smiles to London, and there's even more of a chance for the UK to get their laughter fix thanks to some hilarious Comedy Credits from Cheez-It."

Rui Frias, Senior Marketing Manager at Cheez-It adds: “We know comfort comes in all shapes and sizes — a shared laugh, or a much-needed escape from the February slump. That’s why we’ve packed our prize pot with joy-boosters designed to brighten even the greyest day, from ‘Comedy Night In’ bundles to mini ‘Cheer Up Kits’ and even laughter yoga.”

“And because we’re proudly pro-cheese in every sense, it’s brilliant to see just how much humour matters to people right now. Britain’s famous for its dry sarcasm and razor-sharp wit — and while the North may still claim the crown, we’re hoping a few belly laughs (and a few handfuls of Cheez-It) can help spread the joy nationwide. After all, life feels better when it’s a little bolder, a little funnier... and a lot cheesier.”

To get your February dose of laughter, people can head to @cheezit_uki on Instagram to be in for a chance to win a laugh inducing prize.

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Terms and Conditions

18+. UK residents only. No purchase necessary. Promotion opens 11th February 2026 - 29 February 2026. To participate, entrants must follow @cheezit_uki on Instagram, like the campaign post and comment their best joke to be in with the chance of winning. All verified eligible entries will be entered into a random draw to select the 50 winners, a further random draw will allocate the prizes to each winner. Prizes will vary and are subject to change. Non-transferable, no cash alternative. Kellogg Marketing & Sales Company. Full T&Cs apply.

Notes to editors

Consumer research conducted with OnePoll, across 2,000 UK adults between 5th to 13th January 2026.

Top 10 cities with the best sense of humour

1. Liverpool - 16%
2. Glasgow - 7%
3. London - 6%
4. Newcastle-upon-Tyne - 5%
5. Birmingham - 5%
6. Manchester - 5%
7. Belfast - 2%
8. Edinburgh - 2%
9. Leeds - 2%
10. Brighton & Hove - 2%