

People don't trust stock markets

Published: January 13, 2026, 5:30 am

As the Guardian [has noted](#):

Part of [Rachel Reeves'] plan to grow the UK economy involves persuading cautious Britons to take more risks with their savings. It's a win-win, she says. British business gets more investment, and savers get better returns. The "nation of shopkeepers" becomes a nation of investors.

The confusion of savings and investment in that piece is, of course, typical. But let's ignore that and instead note that the Guardian did a survey to see if people like what Reeves is planning. The answer is resounding. They don't.



Quite reasonably, and at this moment utterly justifiably, people in this country think stock markets are too risky to go near.

Reeves is, then, setting out to fail. Creating a policy that people inherently mistrust and which they will not be persuaded by is a recipe for political failure, and that is what Reeves is setting herself up to deliver.

Why didn't she find this out before she set out on this ridiculous path? That is the

obvious question to ask. But there again, dogmatists always ignore evidence, and if Reeves is anything, it an unthinking dogmatist.