Young people's aspirations in urban and rural Ghana

Social messages and beliefs
- formal schooling is key
- wealth earns respect
- only office work is respectable
- trading (for women)
- ‘modern’ house
- self-employment
- white-collar jobs
- international migration
- luxury housing

Lived experience
- drudgery
- unpredictable employment and income
- wage/hourly work
- unskilled/manual labour
- trading (for women)
- cash crop production
- multi-storey houses
- international migration
- white-collar jobs

Realistic aspirations
- land ownership
- mechanised agriculture
- urban migration
- educated children
- multi-storey houses
- white-collar jobs

Low-value goals and low-cost investments
- low-tech agriculture
- cash crop production
- urban migration
- educated children
- multi-storey houses
- white-collar jobs

High-value goals and high-cost investments
- high-tech agriculture
- ‘modern’ house
- self-employment
- white-collar jobs
- international migration
- luxury housing

Rural

Urban