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**Abstract**

In the light of the Bologna process, traditional degree programmes of research-led universities in the Netherlands have been transformed into 3 year bachelors programmes and 1 or 2 year masters programmes. The Dutch universities of applied sciences (UAS) mainly offer 4 year bachelors programmes. In principle, this UAS bachelors degree qualifies UAS graduates to continue their higher education at university masters level. The bachelor?master structure introduced in 2002/2003 created new opportunities for UAS graduates to enrol in university masters programmes. For research-led universities this is an interesting new student market. The main question in this article concerns the magnitude of this new market and the motivations of UAS graduates to continue their higher education at the research-led university level. (HRK / Abstract übernommen)