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Abstract

The questionnaire survey reported in this paper is part of an ongoing evaluation of the effect of a bursary scheme on recruitment to Cambridge University. It sought to identify factors that encouraged or discouraged highly successful A Level students from applying to Cambridge. Findings reveal three main dimensions associated with the decision to apply to Cambridge, the nature of the courses, the prestige of the university and anxiety about the application process combined with fear of failure. Further analyses showed that there were complex interactions between these three dimensions which governed the decision to apply to Cambridge. These findings are relevant to other prestigious universities. The availability of a bursary did appear to influence the decisions of those who were eligible, but its influence was not as great as some of the other factors. (HRK / Abstract übernommen)