

I need to use survey research to collect data through questionnaire.

I will mainly administer a questionnaire to two kinds of people by my online social media platforms (WeChat, Weibo): the first kind of people are students who are studying in primary school or in higher educational level schools. Pupils' pocket money is mostly from their parents or relatives, and college students have ability to earn money by doing odd jobs or part-time.

Next, the second kind of people are employees who accept low to medium income from their companies. In addition to these two kinds of people, other kinds of people will also receive this questionnaire by the same way, but the proportion of the results of the research are relatively small. Based on the report from Nielsen, people possessing high income are more likely to pay for music streaming media platform, so my main target subjects are students and employees who have low to medium income.

Before I distribute the questionnaire, I will tell people that I am doing a research about people's unwillingness to pay for music streaming media platforms, and their anonymous answers to this questionnaire will be helpful for this research. This questionnaire includes eight questions, and questions are designed gradually related to the core of this research. The following content is my questionnaire:

1. What is your age?

(1) Under 18 (2) 18-25 (3) 26-35 (4) 36-50 (5) Above 50

2. What is your occupation?

(1) Students (2) Employees in companies unrelated to music (3) Employees in companies related to music (4) Others: (Please write down) _____

3. What is your average annual income from employment? / If you don't have job, how much money do you get from your family for a year?

(1) Under ¥30,000 (2) ¥ 30,000-80,000 (4) ¥ 80,000-300,000 (5) ¥ 300,000-1,000,000 (6)
Above ¥1,000,000

4. In daily life, by what way do you listen to music?

(1) CDs or Cassettes (2) Go to concerts or music festival (3) Social media platform, such as Weibo or We-chat (4) Music streaming media platform, such as KuGou Music or XiaMi Music
(5) Don't listen to music (6) Others: (Please write down) _____

5. In daily life, by what way do you make music consumption?

(1) Buy CDs or cassettes (2) Buy tickets of live music show (3) Paid subscription for music streaming media platform (4) Hardly make music consumption (5) Others: (Please write down)

6. How do you choose music streaming media platform?

(1) Through specific platform, I can follow favorite signers or music TV programs, which simply have cooperation with this platform (2) This platform provides a large number of music libraries (3) This platform provides satisfactory music playlist (4) This platform provides free music (5) Other people's recommendation (6) Provide a variety of service (such as hot radio or music chart list) (7) Others: (Please write down) _____

7. Have you ever paid for music streaming media platform?

(1) Yes (no need to answer the 8th question) (2) No (need to continue to answer the 8th question)

8. Why did not you pay for music streaming media?

(1) Subscription fees are expensive (2) There are many free online platform with high quality to listen to music (3) The frequency of listening to music is too low to spend money (4) Don't listen to music in this way (5) Don't like music (6) Others: (Please write down) _____

