

**O W N E R ' S  
M A N U A L**

**PSW303**

**PSW404**

**PSW505**

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**POWERED  
SUBWOOFERS**

**polkaudio**  
the speaker specialists®



**CAUTION: TO REDUCE THE RISK OF ELECTRIC SHOCK,  
DO NOT REMOVE COVER (OR BACK)  
NO USER-SERVICEABLE PARTS INSIDE  
REFER SERVICING TO QUALIFIED SERVICE PERSONNEL**



The lightning flash with arrowhead symbol, within an equilateral triangle, is intended to alert the user to the presence of uninsulated dangerous voltage within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.



The exclamation point within an equilateral triangle is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the appliance.

## WARNING

**TO REDUCE THE RISK OF FIRE OR ELECTRIC SHOCK,  
DO NOT EXPOSE THIS APPLIANCE TO RAIN OR MOISTURE.**

**CAUTION: TO PREVENT ELECTRIC SHOCK, MATCH WIDE  
BLADE OF PLUG TO WIDE SLOT, FULLY INSERT.**

**ATTENTION: POUR ÉVITER LES CHOCS ÉLECTRIQUES,  
INTRODUIRE LA LAME LA PLUS LARGE DE LA  
FICHE DANS LA BORNE CORRESPONDANTE DE LA  
PRISE ET POUSSER JUSQU'AU FOND.**

## IMPORTANT SAFETY INSTRUCTIONS READ BEFORE OPERATING EQUIPMENT

These products were designed and manufactured to meet strict quality and safety standards. There are, however, some installation and operation precautions which you should be particularly aware of.

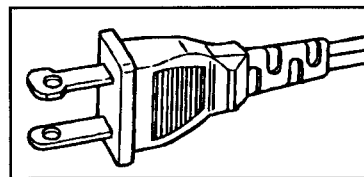
1. Read Instructions—All the safety and operating instructions should be read before the system is operated.
2. Retain Instructions—The safety and operating instructions should be retained for future reference.
3. Heed Warnings—All warnings on the appliances and in the operating instructions should be adhered to.
4. Follow Instructions—All operating and use instructions should be followed.
5. Cleaning—Unplug the appliances from wall outlets before cleaning. Do not use liquid cleaners or aerosol cleaners. Use a damp cloth for cleaning.
6. Attachments—Do not use attachments not recommended by the product manufacturer as they may cause hazards.
7. Water and Moisture—Do not use these appliances near water—for example, near a bath tub, wash bowl, kitchen sink, or laundry tub, in a wet basement, or near a swimming pool, and the like.

8. Accessories—Do not place these appliances on an unstable cart, stand, tripod, bracket, or table. The audio/video products may fall, causing serious injury to a child or adult, and serious damage to the products. Use only with a cart, stand, tripod, bracket, or table recommended by the manufacturer, or sold with the appliances. Any mounting of the appliances should follow the manufacturer's instructions, and should use mounting accessories recommended by the manufacturer.

9. Ventilation—Slots and openings in the cabinet are provided for ventilation and to ensure reliable operation of the appliances and to protect them from overheating, and these openings must not be blocked or covered. The openings should never be blocked by placing the products on a bed, sofa, rug, or other similar surface. These products should never be placed near or over a radiator or heat register. These products should not be placed in a built-in installation such as a bookcase or rack unless proper ventilation is provided or the manufacturer's instructions have been adhered to.

10. Power Sources—These products should be operated only from the type of power source indicated on the marking labels. If you are not sure of the type of power supply to your home, consult your appliance dealer or local power company. For video products intended to operate from battery power, or other sources, refer to the operating instructions.

11. Grounding or Polarization—These products are equipped with polarized alternating-current line plugs (plugs having one blade wider than the other). This plug will fit into the power outlet only one way. This is a safety feature. If you are unable to insert the plug fully into the outlet, try reversing the



plug. If the plug should still fail to fit, contact your electrician to replace your obsolete outlet. Do not defeat the safety purpose of the polarized plug.

12. Power-Cord Protection—Power-supply cords should be routed so that they are not likely to be walked on or pinched by items placed upon or against them, paying particular attention to cords at plugs, convenience receptacles, and the point where they exit from the appliances.

13. Lightning—For added protection for these audio/video products during a lightning storm, or when they are left unattended and unused for long periods of time, unplug them from the wall outlet and disconnect the antenna or cable system. This will prevent damage to the products due to lightning and power-line surges.

14. Servicing—Do not attempt to service these products yourself as opening or removing covers may expose you to dangerous voltage or other hazards. Refer all servicing to qualified service personnel.

15. Damage Requiring Service—Unplug these products from wall outlets and refer servicing to qualified service personnel under the following conditions:

- a. When the power-supply cord or plug is damaged.
  - b. If liquid has been spilled, or objects have fallen into the products
  - c. If the products have been exposed to rain or water.
  - d. If the products do not operate normally by following the operating instructions. Adjust only those controls that are covered by the operating instructions as an improper adjustment of other controls may result in damage and will often require extensive work by a qualified technician to restore the product to its normal operation.
  - e. If the product has been dropped or the cabinet has been damaged.
  - f. When the product exhibits a distinct change in performance—this indicates a need for service.
16. Replacement Parts—When replacement parts are required, be sure the service technician has used replacement parts specified by the manufacturer or have the same characteristics as the original part. Unauthorized substitutions may result in fire, electric shock or other hazards.
17. Safety Check—Upon completion of any service or repairs to these products, ask the service technician to perform safety checks to determine that the products are in proper operating condition.

## GETTING STARTED

Please inspect your loudspeaker carefully. Notify your Polk dealer if you notice any damage or missing items. Keep the carton and packing material. It will do the best job of protecting your speaker if it needs to be transported.

Note to PSW505 owners only: Your PSW505 system includes a detachable power cord that's packaged separately from the cabinet. Insert female end into receptacle on amplifier plate and insert polarized AC plug into wall outlet (or power strip) as per safety instructions on inside cover of this manual.

## PLACEMENT (FIGURES 1, 2 & 3)

Your PSW Series subwoofer offers many placement options—in an entertainment center, behind furniture, or next to a sofa or chair. It can be placed anywhere in the room, but you will get the best performance from it when it is on the same side of the room as the front speakers. Placing it near a wall or in a corner will increase bass loudness. Allow at least 6 inches (15cm) of space between the subwoofer driver and a wall or obstruction (**Figure 1**). The subwoofer should only be placed on its base (**Figure 2**). It may lie on its side, but NEVER LAY THE SUBWOOFER ON THE AMPLIFIER END—THIS WILL DAMAGE THE AMPLIFIER (**Figure 3**).

Your powered subwoofer is magnetically shielded for placement near video monitors. Allow at least 18" (45cm) of space between your subwoofer and any television. If you notice video distortion or discoloration, immediately move the subwoofer away from the TV and call Polk Audio Customer Service 800-377-7655 (US & Can), 410-358-3600, 9am-6pm EST, Monday through Friday, or email: polkcs@polkaudio.com.

You'll find an informative article on "Subwoofer Positioning and Adjustment" in the set up section at: <http://www.polkaudio.com/home/faqad/>

## CONNECTING THE SUBWOOFER TO THE SYSTEM—GENERAL

If you elect to use the speaker level inputs, use two-conductor 16 gauge or thicker speaker wires. See your Polk dealer for wire recommendations.

Note that one of the speaker input terminals on the rear of the speaker is marked red (+) and the other black (-). Make certain that you connect the wire from the red (+) terminal of your amplifier to the red (+) terminal on your speaker, and the wire from the black (-) terminal of the amplifier to the black (-) terminal on your speaker. Most wire has some indication (such as color coding, ribbing, or writing) on one of the two conductors to help maintain consistency. If your subwoofer doesn't seem to produce much bass, it is most likely that one of the speaker wires is connected backwards. Double check all connections for correct polarity.

Strip 1/2" (12mm) of insulation from each of the two conductors on both ends to expose the bare wire. Twist the exposed wire of each conductor to form two un-frayed strands. Connect two conductors to the receiver or amp (refer to the owner's manual supplied with your electronics for assistance with proper hookup). Connect the two conductors on the other end of the wire to the speaker terminals. Repeat for the other channel.

## USING PUSH-TAB TERMINALS - PSW303 (FIGURE 4)

Push the plastic tab of one connector to open up the hole. Insert the bare wire into the hole, and release the plastic tab. Repeat this step for the other terminal.

Make sure that none of the bare wire ends (left & right) touch. Such contact could result in an electrical short and cause your receiver or amplifier to turn off or malfunction.

## USING BINDING POST CONNECTIONS - PSW404 AND PSW505 (FIGURE 5)

Unscrew binding post hex nuts several turns. Make sure that none of the bare wire ends touch. Such contact could result in an electrical short and cause your amplifier or receiver to turn off or malfunction.

## RECOMMENDED HOOK-UP METHOD FOR "SATELLITE" SYSTEMS SUCH AS POLK RM SERIES SPEAKERS (FIGURES 6 & 7)

- Connect the left and right front speaker outputs of your receiver or amplifier to the speaker level inputs of the powered subwoofer using speaker wire.
- Then, connect the left and right front satellite speakers using speaker wire from the speaker level outputs from the powered subwoofer.
- If it is more convenient, parallel wire the subwoofer and front satellites from your receiver (**Figure 7**).
- Connect the Center Channel Speaker directly to the center channel output from your receiver.
- Connect the Rear Surround Satellites directly to the rear or surround channel outputs from your receiver.

## RECEIVER SET-UP / BASS MANAGEMENT

All surround receivers allow you to “customize” their performance depending on the size of your speakers. Refer to the owner's manual of your receiver or surround processor to learn how this is done. To get the best performance from small “satellite/subwoofer” type systems, use the following settings with the above hook-up method:

Front speakers – set to “large”

Center speaker – set to “normal” or “small”

Surround speakers – set to “small”

Subwoofer – set to “OFF” or “none.” (We know. Doesn't make sense, right? Your system obviously has a subwoofer. But really truly, this is the correct setting for the recommended hook-up method. By setting the front left and right speakers to “Large” and routing them through the subwoofer as instructed above, you deliver a full range signal to the subwoofer's low pass filter. The low pass filter directs low frequencies and to the subwoofer. Full range signal is passed to the front speakers, for perfect sub/sat blending.)

### HOOK-UP METHOD #2 (FIGURE 8)

This method can be used with electronics that include a “SUB OUT” feature (**Figure 8**). It is not recommended for use with compact sub/sat systems. Connect a single RCA cable from the “SUB OUT” of your electronics to the LFE input of the subwoofer. This input bypasses the subwoofer's variable low pass filter and relies on the filter built into your electronics. If your “SUB OUT” is an unfiltered signal (check your owner's manual), use either left or right “Line Level Input,” to use the low pass crossover in the subwoofer. When using method #2, it is necessary to adjust the settings of your electronics as follows: Front speakers = large or small depending on their output capabilities; Subwoofer = “ON.”

### HOOK-UP METHOD #3 (FIGURE 9)

This method is for use with electronics featuring “PRE OUT” jacks—and may be used as a secondary hook up method for use with compact satellite speakers such as Polk RM Series. Connect the left and right preamp output from your electronics to the left and right LINE LEVEL input of the subwoofer. This may require use of RCA “Y” cables (not supplied) to hookup both the subwoofer and your power amplifier. When using method #3, it is necessary to adjust the settings on your preamp/processor as follows: Front speakers = LARGE; Subwoofer = “OFF” or “NO.”

### AC POWER CONNECTION AND AUTO ON/OFF (FIGURES 10, 11 & 12)

These PSW series subwoofers feature auto on/off circuitry, marked “auto” on the power switch, that automatically turns your subwoofer on when it senses a program signal. When no signal is present, the circuit turns the subwoofer off after a few minutes. If you are concerned about the brief delay between when the music starts and when the subwoofer turns on, simply leave your subwoofer in the “on” position. When the power switch is set to “OFF” (PSW303 or PSW404) or “STANDBY” (PSW505) it consumes a low amount of power. If this is a concern, you may want to leave your PSW system unplugged during extended periods of non use, such as during a vacation.

Note (PSW505 owners only): Your PSW505 has a detachable power cord.

### SUBWOOFER ADJUSTMENTS (FIGURES 10, 11 & 12)

Your Powered Subwoofer offers a range of setting options. We recommend the following settings as starting points, but the settings that are best for you depend upon your speaker placement, electronics and personal taste. After you've become familiar with what the settings do, experiment with alternate options to find the method that works best for your system setup. You'll find an informative article on “Subwoofer Positioning and Adjustment” in the set up section at: <http://www.polkaudio.com/home/faqad/>

### “MAKING ADJUSTMENTS” OR “FINE TUNING” (FIGURES 10, 11 & 12)

- For RM System adjustments please refer to their owners manuals.
- Volume—Adjust by ear using a wide variety of CDs and video sources. Adjust for deep, powerful bass without “boominess.”
- Low Pass—This control adjusts the frequency range over which the subwoofer operates. When using smaller main speakers, the upper range of the control will probably yield the best results. With larger speakers, the lower end of the control range will probably sound best, but always let your ear be the final judge. If male vocals sound “thin,” turn this control up until the voice sounds rich but not boomy. If male vocals sound too “thick” or “chesty,” turn this control down until the voice sounds natural. NOTE: This control does not operate when the subwoofer is connected with Method #2 (LFE Input).
- Phase Switch—Have someone switch between the two settings while you sit in your favorite listening position. Use music with good bass and a deep male vocal. When you hear the best balance of deep bass and natural lower octaves of the male voice, you have achieved optimum phase tuning.

**Q: "Why does my system hum?"**

**A: "Because it doesn't know the words."**

This is what passes for humor in the audio business. Here's the real answer: If you have any electrical (50/60Hz) hum in your system you're going to hear it clearly as soon as you hook up your subwoofer. Most hum problems are caused by "ground loops." That is, the electrical grounds of the components in your system are not at the same electrical potential. A very common ground loop source is cable TV. Disconnect the coaxial cable from your TV and/or VCR. If the hum goes away, the cable is the ground loop villain. In that case you need a 75 ohm ground loop isolator. This device attaches to your coaxial cable where it plugs into your VCR (or television). They're simple to install and usually solve the hum problem. Find 75 ohm ground loop isolators at your audio dealer, Radio Shack stores, or online at <http://shop.polkaudio.com>.

Ground loops and hum can also be the result of faulty electrical wiring in your home. Consult a licensed electrician to evaluate and, if necessary, repair the AC wiring in your home. Light dimmers also tend to introduce noise into audio systems. Remove them.

If none of our suggestions work for you, contact Polk Audio Customer Service 800-377-7655 (US & Canada), 410-358-3600, 9am-6pm EST, Monday through Friday, or email: [polkcs@polkaudio.com](mailto:polkcs@polkaudio.com).

## **TECHNICAL ASSISTANCE OR SERVICE**

If, after following these hook up directions, you experience difficulty, please double-check all wire connections. Should you isolate the problem to the speaker, contact the authorized Polk Audio dealer where you made your purchase, or call Polk Audio's friendly Customer Service Department at 1-800-377-7655 (calls from US or CAN only), 410-358-3600 9am to 6pm EST, Monday through Friday. You may also contact us via email: [polkcs@polkaudio.com](mailto:polkcs@polkaudio.com).

For more detailed hook up information and manual updates, visit:

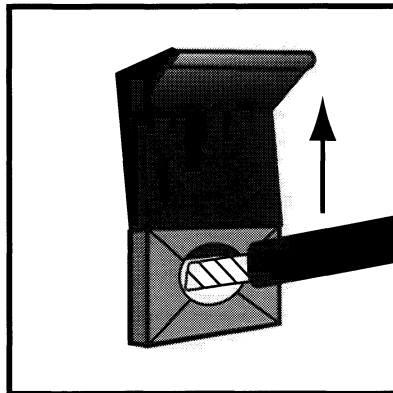
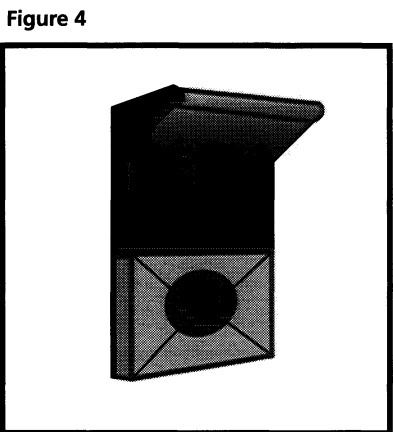
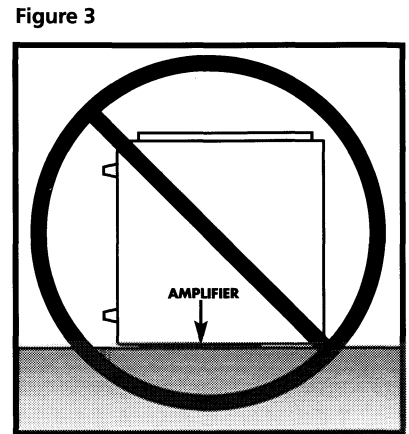
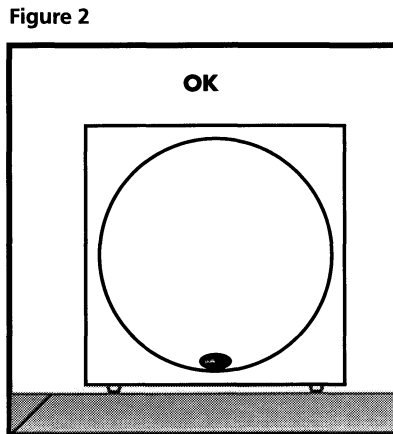
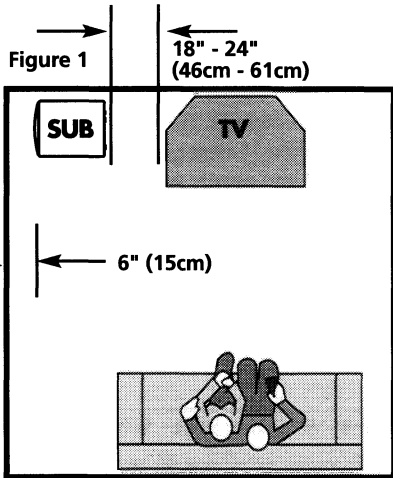
<http://www.polkaudio.com/home/products/subwoofers/psw303>

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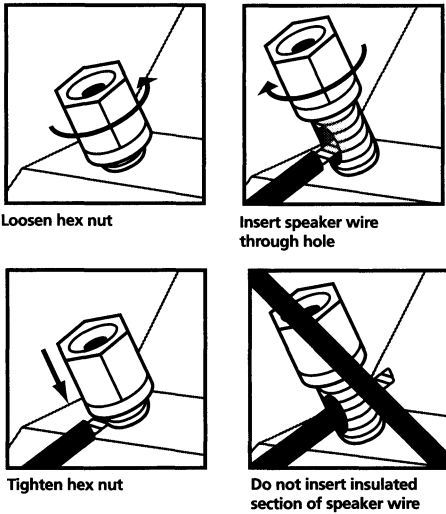
<http://www.polkaudio.com/home/faqad/>

For recommended accessories (including speaker stands, brackets, accessories and exclusive Polk Audio logowear), visit our Webstore:

<http://shop.polkaudio.com>



**Figure 5**  
USING BINDING POST CONNECTIONS



**To use Banana Plugs (US only):**  
Unscrew the binding post lug nuts completely to expose the binding post plugs (plastic plugs inserted into the binding posts). Carefully pry out the binding post plugs to expose banana plug holes. Screw the lug nuts back on the binding posts and insert banana plugs. (This is for US owners only.)

**RECOMMENDED HOOKUP**  
This method is the best choice when using small satellite systems such as the Polk RM Series.

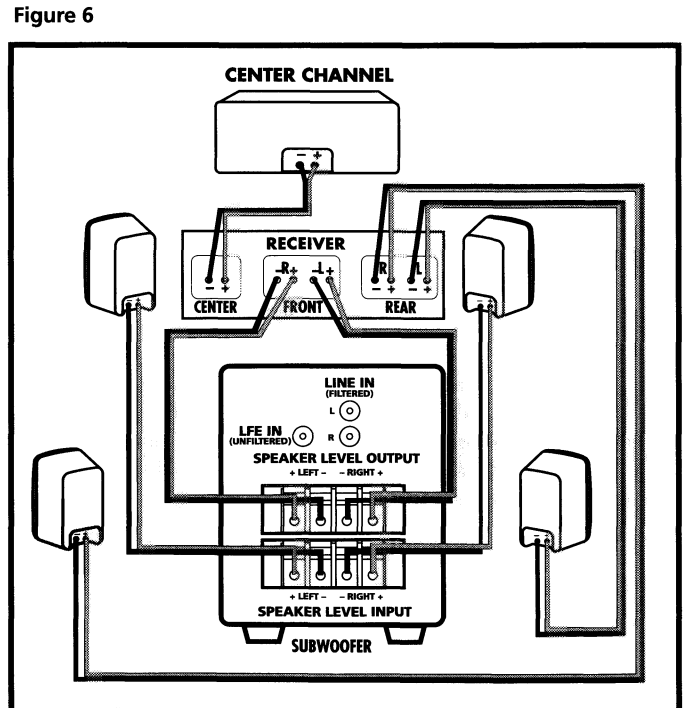


Figure 7

PARALLEL WIRE  
HOOKUP

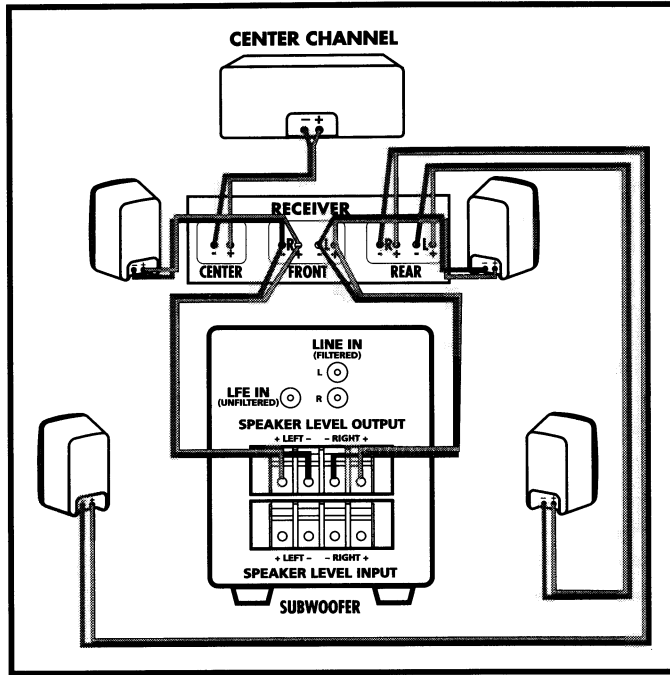


Figure 8

SUB OUT  
HOOKUP  
This method is for  
use with electronics  
that include a  
"SUB OUT" feature

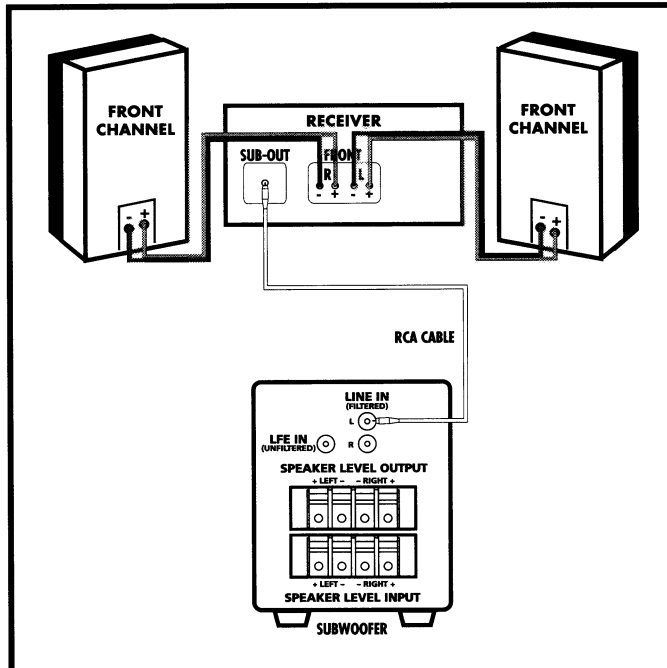


Figure 9

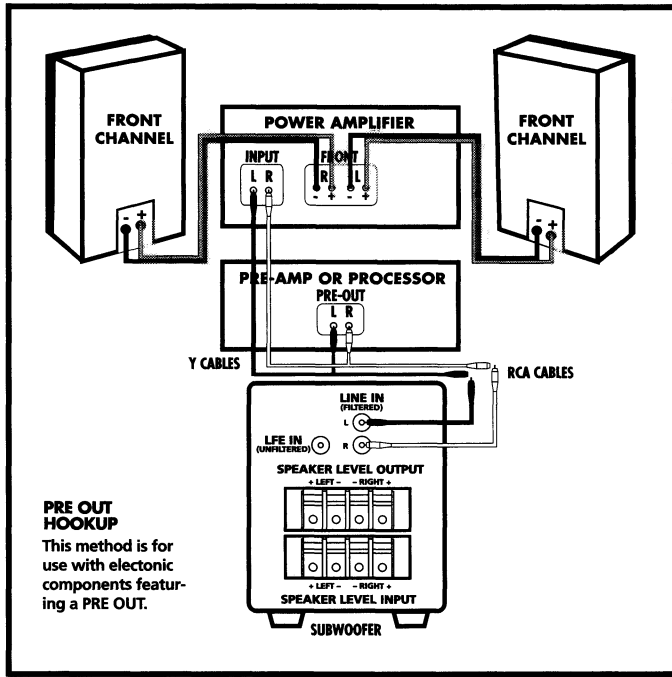


Figure 10 - PSW303 Controls

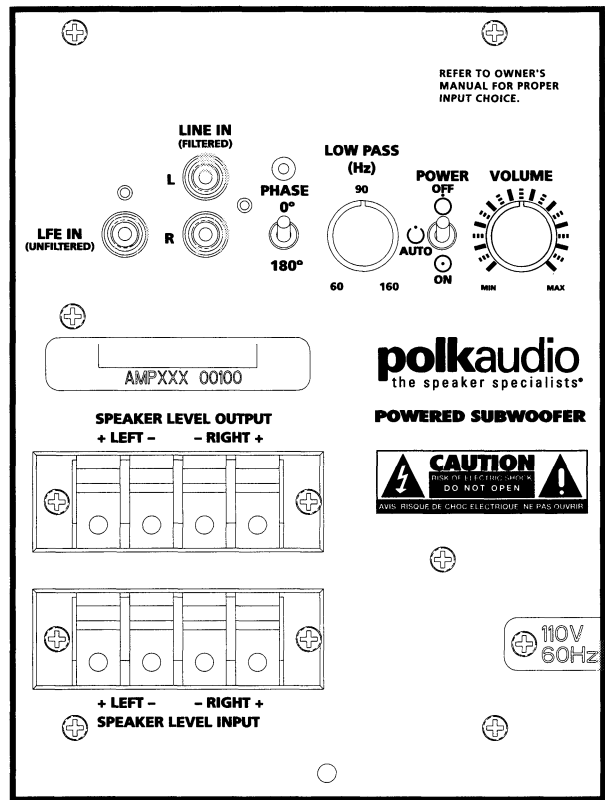


Figure 11 - PSW404 Controls

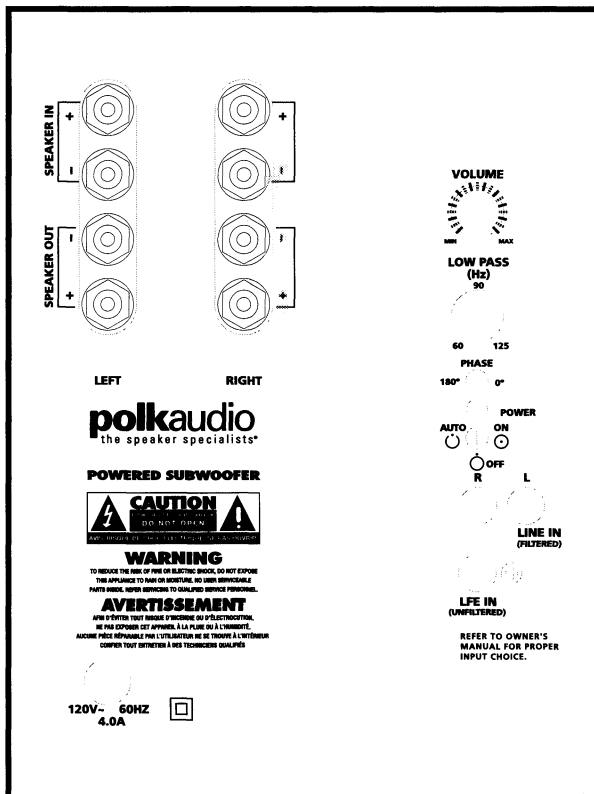
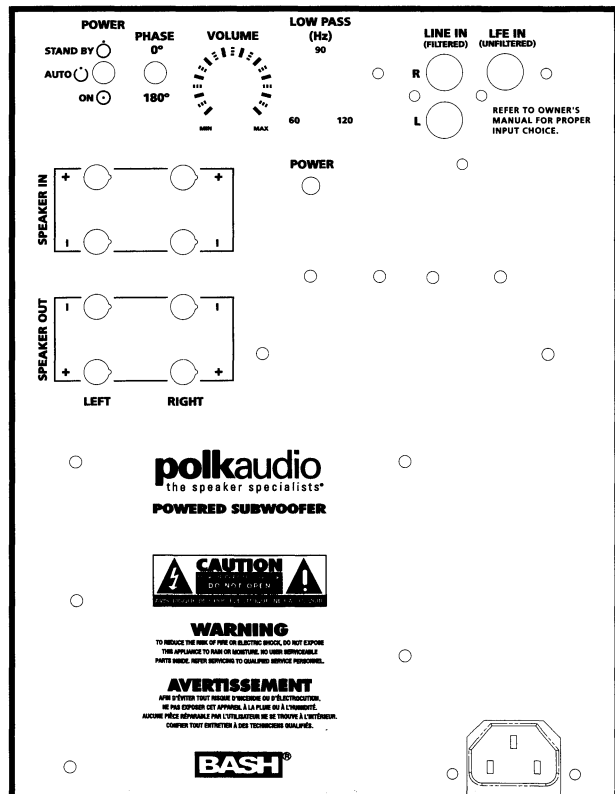


Figure 12 - PSW505 Controls





## SPECIFICATIONS

### PSW303 POWERED SUBWOOFER

<b>Overall Frequency Response</b>	28Hz - 200Hz	
<b>-3dB Frequency Response</b>	35Hz - 160Hz	
<b>Driver Complement</b>	8" (20.3cm) long throw, magnetically shielded	
<b>Power Amplifier:</b>	100 Watts continuous, 260 Watts dynamic	
<b>Size &amp; Weight</b>	<b>Dimensions (H x W x D)</b>	<b>Weight</b>
	12¾" x 11¼" x 17"	30 lbs
	31.4cm x 28.6cm x 43.2cm	14 kg
<b>Shipping Weight</b>	32 lbs. total (15 kg)	

### PSW404 POWERED SUBWOOFER

<b>Overall Frequency Response</b>	25Hz - 200Hz	
<b>-3dB Frequency Response</b>	32Hz - 160Hz	
<b>Driver Complement</b>	10" (25.4cm) long throw, magnetically shielded	
<b>Power Amplifier:</b>	200 Watts continuous, 375 Watts dynamic	
<b>Size &amp; Weight</b>	<b>Dimensions (H x W x D)</b>	<b>Weight</b>
	14¾" x 13¾" x 18"	46 lbs
	36.5cm x 34.7cm x 45.7cm	21 kg
<b>Shipping Weight</b>	50 lbs. total (23 kg)	

### PSW505 POWERED SUBWOOFER

<b>Overall Frequency Response</b>	23Hz - 160Hz	
<b>-3dB Frequency Response</b>	28Hz - 125Hz	
<b>Driver Complement</b>	12" (30.5cm) long throw, magnetically shielded	
<b>Power Amplifier:</b>	300 Watts continuous, 460 Watts dynamic	
<b>Size &amp; Weight</b>	<b>Dimensions (H x W x D)</b>	<b>Weight</b>
	16¼" x 15¼" x 17½"	43 lbs
	41.3cm x 38.7cm x 44.5cm	19 kg
<b>Shipping Weight</b>	48 lbs. total (21 kg)	

Note: Specifications are subject to change without notice.

## **POLK AUDIO LIMITED WARRANTY**

Polk Audio, Inc., warrants to the original retail purchaser only. This warranty will terminate automatically prior to its stated expiration if the original retail purchaser sells or transfers the Product to any other party.

Polk Audio, Inc., warrants, to the original retail purchaser only, that the LOUDSPEAKER(S), PASSIVE CROSSOVER COMPONENT(S) and ENCLOSURE on this Polk Audio Loudspeaker Product will be free from defects in material and workmanship for a period of five (5) years from the date of original retail purchase from a Polk Audio Authorized Dealer.

Furthermore, Polk Audio, Inc., warrants, to the original retail purchaser only, that any AMPLIFIER OR OTHER ELECTRONIC COMPONENT that may be included in this Polk Audio Loudspeaker Product will be free from defects in material and workmanship for a period of three (3) years from the date of original retail purchase from a Polk Audio Authorized Dealer.

To allow Polk Audio to offer the best possible warranty service, please fill out the Product Registration Card(s) and send it to the Factory at the address provided on the Product Registration Card(s) within ten (10) days of the date of original purchase.

Defective Products must be shipped, together with proof of purchase, prepaid insured to the Polk Audio Authorized Dealer from whom you purchased the Product, or to the Factory at 2550 Britannia Boulevard, Suite D, San Diego, California 92154. Products must be shipped in the original shipping container or its equivalent; in any case the risk of loss or damage in transit is to be borne by you. If upon examination at the Factory or Polk Audio Authorized Dealer it is determined that the unit was defective in materials or workmanship at any time during this Warranty period, Polk Audio or the Polk Audio Authorized Dealer will, at its option, repair or replace this Product at no additional charge, except as set forth below. All replaced parts and Products become the property of Polk Audio. Products replaced or repaired under this warranty will be returned to you, within a reasonable time, freight prepaid.

This warranty does not include service or parts to repair damage caused by accident, disaster, misuse, abuse, negligence, inadequate packing or shipping procedures, commercial use, voltage inputs in excess of the rated maximum of the unit, cosmetic appearance of cabinetry not directly attributable to defect in materials or workmanship, or service, repair, or modification of the Product which has not been authorized or approved by Polk Audio. This warranty shall terminate if the Serial number on the Product has been removed, tampered with or defaced.

This warranty is in lieu of all other expressed Warranties. If this Product is defective in materials or workmanship as warranted above, your sole remedy shall be repair or replacement as provided above. In no event will Polk Audio, Inc. be liable to you for any incidental or consequential damages arising out of the use or inability to use the Product, even if Polk Audio, Inc. or a Polk Audio Authorized Dealer has been advised of the possibility of such damages, or for any claim by any other party. Some states do not allow the exclusion or limitation of consequential damages, so the above limitation and exclusion may not apply to you.

All implied warranties on this Product are limited to the duration of this expressed Warranty. Some states do not allow limitation on how long an implied Warranty lasts, so the above limitations may not apply to you. This Warranty gives you specific legal rights, and you also may have other rights which vary from state to state.

This Warranty applies only to Products purchased in the United States of America, its possessions, and U.S. and NATO armed forces exchanges and audio clubs.

The Warranty terms and conditions applicable to Products purchased in other countries are available from the Polk Audio Authorized Distributors in such countries.

**polkaudio**  
the speaker specialists®

Polk Audio  
5601 Metro Drive  
Baltimore, Maryland 21215  
(800) 377-7655

RM3035-2

# REGISTER **Online**

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It's faster...easier...and you get **COOL** stuff!

## Register on-line to get:

- An entry into a **monthly drawing** for a **free** Polk subwoofer (home or car, your choice)
- The **peace of mind** that we have a record of your purchase to verify purchase date and warranty status.
- **Privacy.** The data we gather on our on-line registration is never sold or otherwise shared with anyone.
- **Free membership in Club Polk.** Club Polk members enjoy valuable services and benefits not available to the general public.
- A **free subscription** to Polk's newspaper *The Speaker Specialist*, to help you get better performance and more enjoyment from your audio system.



[www.polkaudio.com/home/registration](http://www.polkaudio.com/home/registration)

RM0320-4

RM 0296-1

## **PRODUCT REGISTRATION CARD**

**polkaudio**  
the speaker specialists®

By completing and returning the attached  
Product Registration Card you will:

- **CONFIRM YOUR WARRANTY**
- **REGISTER YOUR PRODUCT**
- **PROTECT YOUR NEW PRODUCT**

**RETURN THIS CARD TODAY AND RECEIVE  
THESE 3 IMPORTANT BENEFITS:**



**WARRANTY CONFIRMATION:**

Your prompt product registration confirms your right to the protection available under the terms and conditions of your Polk Audio warranty.



**PRODUCT PROTECTION:**

We will keep the model number and date of purchase of your speakers on file in the event of an insurance claim such as theft or loss.



**PRODUCT REGISTRATION:**

Returning this card is your only way to guarantee that you will be notified by Polk Audio of any issues that arise concerning this product.

# Thank you for purchasing

# polkaudio

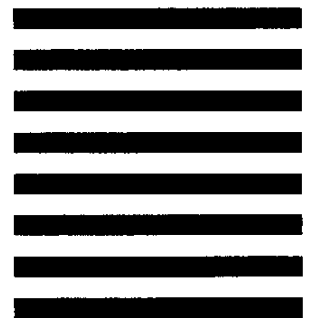
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**Please send other correspondence to:**

Polk Audio, Inc.  
5601 Metro Drive  
Baltimore, MD 21215  
129 E



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 18230 BALTIMORE, MD

POSTAGE WILL BE PAID BY ADDRESSEE

**polkaudio**  
the speaker specialists™

**PRODUCT REGISTRATION DEPARTMENT  
5601 METRO DRIVE  
BALTIMORE MD 21215-9956**



**1** First Name: \_\_\_\_\_ Initial: \_\_\_\_\_ Last Name: \_\_\_\_\_ ▲

Address: (Number and Street) \_\_\_\_\_ Apt #: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**2** Phone #: \_\_\_\_\_

**3** E-mail Address: \_\_\_\_\_  
If you voluntarily provide us with your email address, you give us permission to share and use your email address to send you email offers that may interest you.  
(EXAMPLE: yourname@yourhost.com)

**4** Date of Purchase: \_\_\_\_\_  
Month Day Year

**6** Store Name: \_\_\_\_\_

**5** Serial Number: PSW505 00214

**7** Who installed this product?  
1.  Self 3.  Friend / Relative  
2.  Professional

**8** Did the following reasons influence your purchase of this Polk Audio product?

	Yes	No
1. Polk Audio Reputation	<input type="checkbox"/>	<input type="checkbox"/>
2. Ease of Use	<input type="checkbox"/>	<input type="checkbox"/>
3. Appearance	<input type="checkbox"/>	<input type="checkbox"/>
4. Recommendation of Dealer	<input type="checkbox"/>	<input type="checkbox"/>
5. Recommendation of Family/Friend	<input type="checkbox"/>	<input type="checkbox"/>
6. Magazine Review	<input type="checkbox"/>	<input type="checkbox"/>
7. Quality of Sound	<input type="checkbox"/>	<input type="checkbox"/>
8. Technical Specifications	<input type="checkbox"/>	<input type="checkbox"/>
9. Value for Price	<input type="checkbox"/>	<input type="checkbox"/>
10. Prior Experience with Polk Audio	<input type="checkbox"/>	<input type="checkbox"/>

**9** Where have you seen Polk products featured? (Check all that apply)  
1.  Magazine advertisement 4.  In-store advertising  
2.  Polk literature 5.  Someone else's home or car

**10** What other brands did you consider? (Check all that apply)

1. <input type="checkbox"/> No other brands	13. <input type="checkbox"/> KEF
2. <input type="checkbox"/> Acoustic Research	14. <input type="checkbox"/> Klipsch
3. <input type="checkbox"/> Advent	15. <input type="checkbox"/> M&K
4. <input type="checkbox"/> B&W	16. <input type="checkbox"/> Mirage
5. <input type="checkbox"/> Bose	17. <input type="checkbox"/> NHT
6. <input type="checkbox"/> Boston Acoustics	18. <input type="checkbox"/> Paradigm
7. <input type="checkbox"/> Cambridge Soundworks	19. <input type="checkbox"/> Phase Technology
8. <input type="checkbox"/> Cerwin-Vega	20. <input type="checkbox"/> Radio Shack
9. <input type="checkbox"/> Definitive Technology	21. <input type="checkbox"/> Sonance
10. <input type="checkbox"/> Eosone	22. <input type="checkbox"/> Velodyne
11. <input type="checkbox"/> Infinity	23. <input type="checkbox"/> Yamaha
12. <input type="checkbox"/> JBL	24. <input type="checkbox"/> Other

**11** Your gender: 1.  Male 2.  Female

**12** Your marital status: 1.  Married 2.  Single

**13** Date of your birth: \_\_\_\_\_  
Month Day Year

**14** Including yourself, what is the total number of people living in your household?  
(Examples: 01, 02, 03, 04...)

**15** Date of birth (month/year) of the other adults and children in your household:

Male	Female	Male	Female
1. <input type="checkbox"/> 2. <input type="checkbox"/>	1. <input type="checkbox"/> 2. <input type="checkbox"/>	1. <input type="checkbox"/> 2. <input type="checkbox"/>	1. <input type="checkbox"/> 2. <input type="checkbox"/>
Month Year	Month Year	Month Year	Month Year
1. <input type="checkbox"/> 2. <input type="checkbox"/>	1. <input type="checkbox"/> 2. <input type="checkbox"/>	1. <input type="checkbox"/> 2. <input type="checkbox"/>	1. <input type="checkbox"/> 2. <input type="checkbox"/>
Month Year	Month Year	Month Year	Month Year

**16** For your primary residence, do you:  
1.  Own 2.  Rent

**17** Which best describes your family income?

1. <input type="checkbox"/> Under \$15,000	7. <input type="checkbox"/> \$100,000-\$124,999
2. <input type="checkbox"/> \$15,000-\$24,999	8. <input type="checkbox"/> \$125,000-\$149,999
3. <input type="checkbox"/> \$25,000-\$34,999	9. <input type="checkbox"/> \$150,000-\$174,999
4. <input type="checkbox"/> \$35,000-\$49,999	10. <input type="checkbox"/> \$175,000-\$199,999
5. <input type="checkbox"/> \$50,000-\$74,999	11. <input type="checkbox"/> \$200,000-\$249,999
6. <input type="checkbox"/> \$75,000-\$99,999	12. <input type="checkbox"/> \$250,000 or over

**18** Education: (Please check which category applies to you):  
1.  Some high school 3.  College degree  
2.  Completed high school 4.  Graduate degree

**19** In the last six (6) months has anyone in your household purchased any of the following items through the mail and/or over the internet?

	A. Mail	B. Internet
1. Books/magazines	<input type="checkbox"/>	<input type="checkbox"/>
2. Children's products	<input type="checkbox"/>	<input type="checkbox"/>
3. Clothes	<input type="checkbox"/>	<input type="checkbox"/>
4. Insurance/financial products	<input type="checkbox"/>	<input type="checkbox"/>
5. Music/video/DVD	<input type="checkbox"/>	<input type="checkbox"/>
6. Travel	<input type="checkbox"/>	<input type="checkbox"/>
7. Other	<input type="checkbox"/>	<input type="checkbox"/>

**20** I use these credit cards:

1. <input type="checkbox"/> American Express	4. <input type="checkbox"/> Visa
2. <input type="checkbox"/> Gas/Retail	5. <input type="checkbox"/> Other _____
3. <input type="checkbox"/> Master Card	6. <input type="checkbox"/> Do not have credit cards

**21** Someone in my home participates in the following activities: (Check all that apply)

1. <input type="checkbox"/> Automotive work	19. <input type="checkbox"/> Hunting/Shooting
2. <input type="checkbox"/> Bible/devotional	20. <input type="checkbox"/> Investments (mutual funds, IRAs)
3. <input type="checkbox"/> Boating/sailing	21. <input type="checkbox"/> Investments (stocks & bonds)
4. <input type="checkbox"/> Camping/hiking	22. <input type="checkbox"/> Movie watching
5. <input type="checkbox"/> Casino gambling	23. <input type="checkbox"/> Own a cat
6. <input type="checkbox"/> Contribute to charitable causes	24. <input type="checkbox"/> Own a dog
7. <input type="checkbox"/> Crafts	25. <input type="checkbox"/> Personal computing / internet
8. <input type="checkbox"/> Cultural art/events	26. <input type="checkbox"/> Photography
9. <input type="checkbox"/> Cycling	27. <input type="checkbox"/> Read books
10. <input type="checkbox"/> Do-it-yourself	28. <input type="checkbox"/> Snow skiing
11. <input type="checkbox"/> Enter sweepstakes/contests	29. <input type="checkbox"/> Self improvement
12. <input type="checkbox"/> Fishing	30. <input type="checkbox"/> Soccer
13. <input type="checkbox"/> Fitness/exercise/jogging	31. <input type="checkbox"/> Tennis
14. <input type="checkbox"/> Gardening	32. <input type="checkbox"/> Travel-Foreign
15. <input type="checkbox"/> Golf	33. <input type="checkbox"/> Travel-U.S.
16. <input type="checkbox"/> Gourmet cooking/food/wines	34. <input type="checkbox"/> TV shopping
17. <input type="checkbox"/> Grandchildren	35. <input type="checkbox"/> Vitamins/natural foods
18. <input type="checkbox"/> Home decorating	36. <input type="checkbox"/> Watch sports on TV

**COMMENTS:** \_\_\_\_\_