Accessing Local Market Audience Analyst
Using Internet Explorer 10

Local Market Audience Analyst can be accessed using IE 10 – if you adjust a browser compatibility setting, as detailed below. Internet Explorer is the only web browser supported for use with Local Market Audience Analyst.

Using Local Market Audience Analyst

1. In the library’s databases list (http://www.d.umn.edu/lib/elists/indexlistpage.php#L), click on the link for Local Market Audience Analyst (SDRS).

2. The first page you will see from the vendor is the Xantar Media SDRS home page. In the left navigation bar, click on “Local Market Audiences”.

3. In Internet Explorer 10, you must change the browser “document mode” setting. This change will ONLY AFFECT THE CURRENT TAB. So make sure the Local Market Audience Analyst page is being displayed.

4. Press and release the F12 key, in the top row on your keyboard. A panel will open along the bottom edge of Internet Explorer which provides tools for web programmers.

5. Before doing anything else, press the key combination “Alt-9”. This should change the Document Mode setting from the default value, “quirks”, to “IE 9 Standards”.

   If the Alt-9 didn’t change the setting, click on “Document Mode” and select IE9 Standards from the drop-down list.

6. Press the F12 key again to close the web programmers’ panel.

You should now be able to produce reports from Local Market Audience Analyst.