

# Social Listening: U.S. Advances Toward Greenland

May 2025



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*“For purposes of National Security and Freedom throughout the World, the United States of America feels that the ownership and control of Greenland is an absolute necessity.”*

@realDonaldTrump on Truth Social

*“Greenland is ours. We are not for sale and will never be for sale. We must not lose our long struggle for freedom.”*

Prime Minister Múte Bourup Egede (Greenland)



**BREAKING NEWS**



*“We are Greenlanders. We don’t want to be Americans. We don’t want to be Danish either. Greenland’s future will be decided by Greenland.”*

## EXECUTIVE SUMMARY

Recent remarks by President Donald Trump sparked global interest in Greenland and triggered a surge in discussions around sovereignty, foreign influence, and cultural identity. As these conversations evolve and the strategic importance of the Arctic region intensifies—understanding the voices of Greenlanders is an essential element to create an effective engagement strategy that informs U.S. foreign policy decisions. In response to President Trump’s directive for the Intelligence Community to “step up collection on Greenland,” ENODO Global applied its Social Listening tools to provide actionable insights for U.S. policymakers, diplomats, and key stakeholders. Our analysis measured public attitudes, beliefs, and sentiment regarding U.S. overtures toward Greenland, with a focus on both Greenlandic and Danish perspectives. ENODO’s Social Listening report revealed how President Trump’s overtures intensified long-standing tensions surrounding Greenlanders’ views on independence, Danish paternalism, cultural preservation, economic self-determination and environmental stewardship. His remarks have also reinforced Greenlanders’ perceptions of American opportunism and geopolitical exploitation. The report revealed a deeper truth: Greenland’s cultural identity drives the complex relationship between national identity, colonial legacy, and strategic interest in Greenland’s natural resources and fuels a strong desire for self-governance and resistance to external control—whether from Denmark or the United States. This report offers a roadmap to engage Greenlanders in a way that respects their values, addresses their concerns, and supports a more thoughtful and informed U.S. policy approach.

*“Who wouldn’t want to have more school shootings, and an increasingly corrupt system of government that changes every single day?”*

u/SarcasmMonkey, April 2025



## KEY FINDINGS

**Opposition to U.S. Involvement:** 86% of Greenlanders oppose U.S. efforts to acquire or exert control over the island. While a small minority expresses support or remain undecided, public sentiment overwhelmingly rejects annexation or foreign interference.

**Identity-Driven Resistance:** Greenlanders strongly identify with their indigenous heritage and cultural autonomy. This identity is shaped by a legacy of survival in the Arctic and deeply rooted narratives of self-determination. As a result, any external influence is perceived as a direct threat to their identity.

**Historical Grievances Amplify Distrust:** The legacy of Danish colonialism, which includes forced assimilation and sterilization of Inuit women continues to shape public beliefs that amplify resistance to foreign influence.

**Fragmented Narratives on Independence:** While many Greenlanders advocate for full independence from Denmark, others emphasize the benefits of continued Danish support in areas like education, welfare, and governance. This divergence creates a fragmented narrative landscape and complicates the path toward self-rule.

**U.S. Influence Viewed as a Double-Edged Sword:** Greenlanders perceive U.S. involvement as both an economic opportunity and a cultural threat. The establishment of the U.S. consulate in Nuuk, alongside assertive rhetoric from President Trump, has fueled a mix of curiosity, caution, and distrust.

**Danish Sentiment is Deeply Polarized:** In Denmark, public opinion on U.S. interest in Greenland is sharply divided. Some view it as necessary for Arctic security and economic leverage, while others see it as a violation of sovereignty and a threat to regional stability.

**Evolving Political Narratives:** Greenland's political discourse is shaped by debates over sovereignty, natural resources, and geopolitical alignment which are evolving in parallel with rising global interest in the Arctic and concerns over climate change.

*“These clowns think everybody is just dying to become an American.”*

u/Glum-Engineer9436, April 2025



*“Trump won’t stop, that’s clear now. I feel sorry for the people in Greenland that their country will be invaded and annexed”*

u/BoredWordler, April 2025





## RECOMMENDATIONS

**Prioritize Identity-Centric Engagements:** Design diplomatic and economic engagements that affirm Greenlandic cultural identity and supports their aspirations for self-determination. Use language, symbols, and outreach efforts that resonate with indigenous values and local traditions to build trust.

**Empowerment of Pro-American Actors:** Initiate a dual-track engagement strategy that combines covert support mechanisms with overt diplomatic efforts—to empower pro-American individuals and political entities, with a particular focus on the Qulleq party.

**Confront Historical Grievances through Reconciliation:** Acknowledge Denmark’s colonial legacy that includes cultural assimilation and human rights abuses into diplomatic dialogues.

**Tailor Engagement Strategies:** Develop communication strategies that reflect the distinct social, economic, and cultural realities of both Greenlandic and Danish populations—localized messaging and policies are essential.

**Support Pathways to Economic Autonomy:** Introduce initiatives that reduce Greenland’s financial dependency on Denmark by promoting sustainable, locally led economic development. Ensure these efforts preserve Greenland’s political autonomy and cultural identity while fostering mutual benefit.

**Maintain Narrative Consistency:** Ensure that U.S. messaging and policy actions are aligned with Greenlandic aspirations for increased self-rule. Avoid language or gestures that suggest exploitation, marginalization, or colonial intent, which risk reinforcing distrust.

**Monitor Public Sentiment:** Use real-time social listening tools to track shifts in public attitudes and emerging narratives. This allows the U.S. to remain responsive and adjust policy and messaging strategies to reflect evolving dynamics on the ground.

*We are not for sale and cannot simply be taken. Our future will be decided by us in Greenland.”*



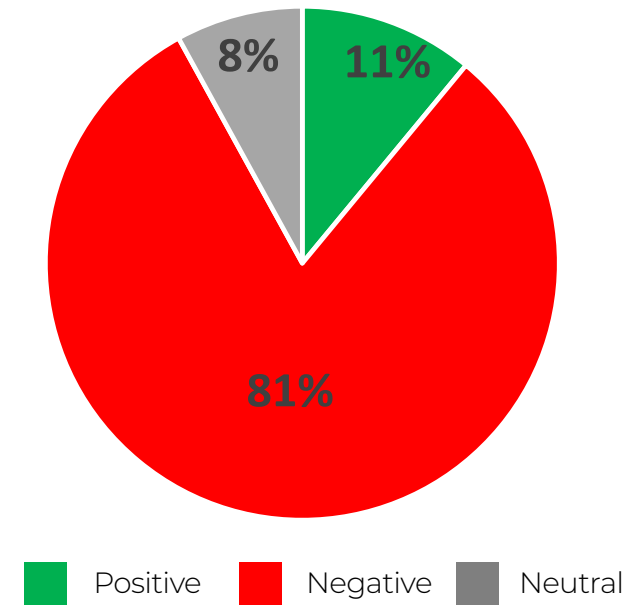
*“Kalaallit Nunaat is ours. We don’t want to be Americans, nor Danes; We are Kalaallit. The Americans and their leader must understand that.*

SENTIMENT ANALYSIS

Analysts conducted sentiment analysis to assess public reactions to U.S. overtures toward Greenland. Using proprietary Social Listening tools, analysts compiled data from social media, online forums, RSS feeds, and local and national news sources across Greenland and Denmark. The analysis identified key narratives, emotional drivers, and public attitudes to establish a baseline assessment that can be tracked over time. This enables policymakers to monitor shifts in sentiment, anticipate risks, and tailor their engagement strategies.

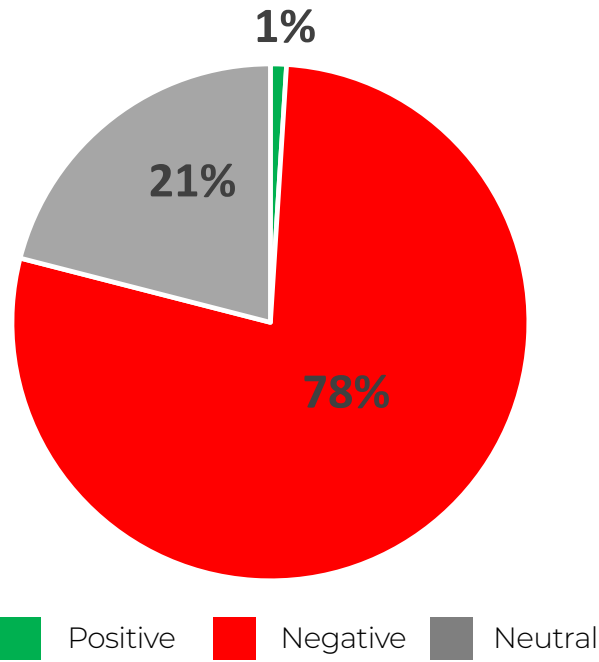
Greenland

- **Positive (11%)** view increased international attention from the U.S. as a catalyst for accelerating independence from Denmark and achieving greater political and economic autonomy
- **Negative (81%)** is fueled by aggressive rhetoric from U.S. officials, including suggestions of using military force to acquire Greenland
- **Neutral (8%)** have not formed strong opinions on U.S. involvement and express skepticism about America’s long-term intentions and strategic goals in the region



Denmark

- **Positive (1%)** recognize the potential upside in U.S. economic interest—particularly in mining, logistics, and green energy
- **Negative (78%)** perceive U.S. interest in purchasing or annexing Greenland as a violation of Danish sovereignty—an affront to national pride and dignity
- **Neutral (21%)** ambivalence stems from being emotionally detached from Greenlandic affairs, given the geographic and cultural distance



*“The US only wants Greenland for their resources. Nothing more, nothing less.”*  
u/Competitive-Ad-498, May 2025

*“We need McDonald’s. We need everything.”*  
Facebook Yulao Sandkreen,  
Local Resident



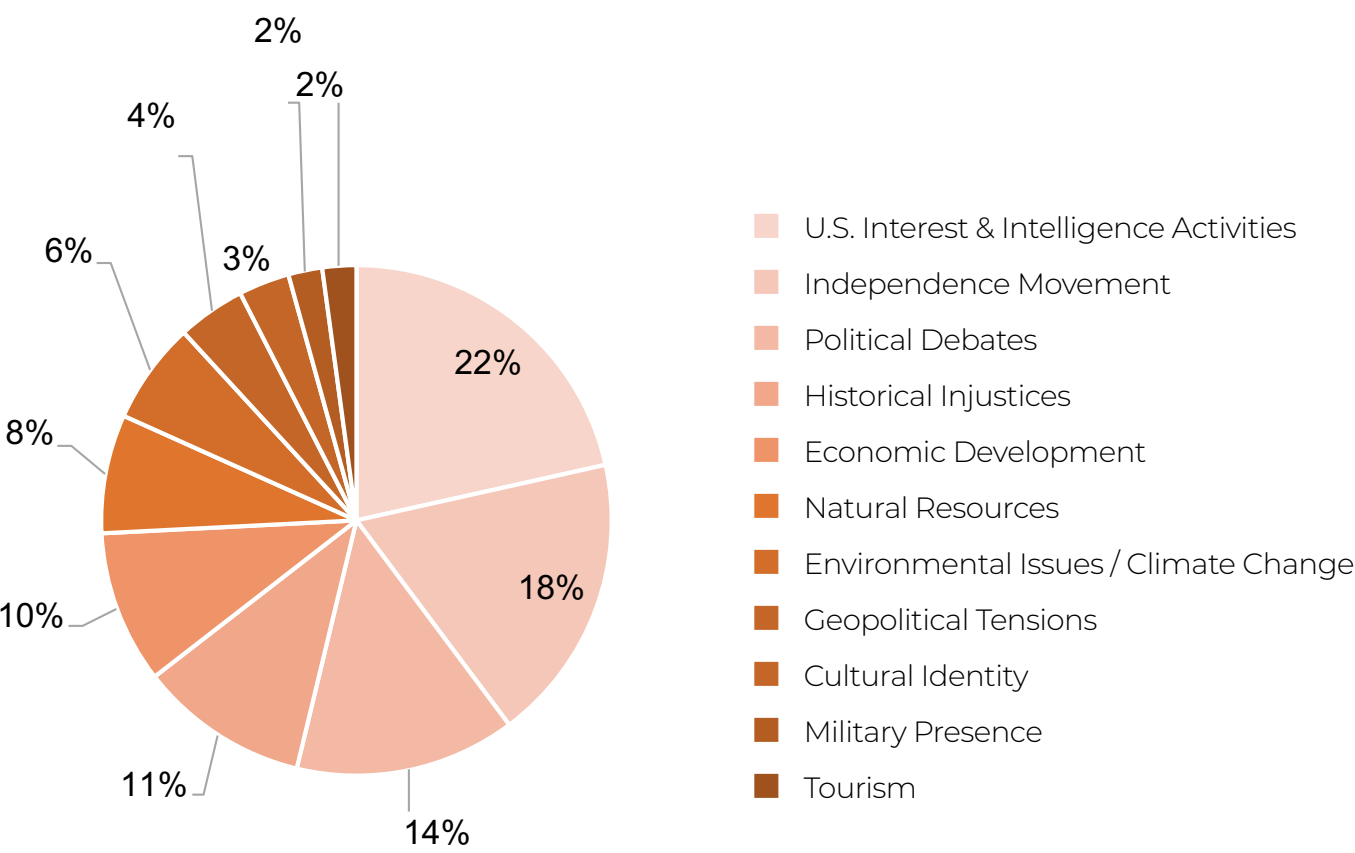
TOPIC MODELING

Analysts applied a topic model to identify and categorize the most frequently discussed themes across social media, online forums, and news platforms in Greenland. Analysts used natural language processing to uncover the core issues driving public sentiment by volume and frequency. This data-driven approach provides a clear understanding of the concerns shaping attitudes and perceptions, offering actionable insights for policymakers seeking to effectively engage Greenlanders.

- U.S. Interest & Intelligence Activities (22%):** Include discussions around increased U.S. intelligence activities, potential annexation concerns, and the presence of U.S. military and consulates in Greenland
- Independence Movement (18%):** Reflect strong nationalist sentiment, expressing support for full autonomy from Denmark—often viewing foreign engagement to accelerate independence
- Political Debates (14%):** Shaped by polarized views on sovereignty, foreign influence, and economic development, with political parties like Qulleq gaining attention for advocating full independence and closer ties with the U.S.
- Historical Injustices (11%):** Danish colonialism, forced assimilation, and past human rights abuses fuels distrust of external powers and reinforces demands for self-determination and cultural preservation
- Economic Development (10%):** Conversations highlight both hope and concern—Greenlanders see economic partnerships as essential for independence, but remain wary of exploitation
- Natural Resources (8%):** Reflect a desire to harness Greenland’s resource wealth, particularly in mining and energy as a path to accelerate independence

“He’s going to pay Greenlanders personally to annex your land. Money talks.”  
u/helpaguyout911, April 2025

- Environmental Issues / Climate Change (6%):** Express deep concern over the impact of climate change on Greenland’s ecosystems and traditional ways of life, with strong support for sustainable development and resistance to foreign activities viewed as environmentally harmful
- Geopolitical Tensions (4%):** Reflect growing awareness of their island’s strategic value, with sentiment shaped by rising U.S., Chinese, and Russian interest—fueling concerns over sovereignty and militarization
- Cultural Identity (3%):** Deeply rooted in pride for Greenland’s Inuit heritage, language, and traditions, driving strong resistance to external influence—reinforce beliefs for autonomy and self-governance
- Military Presence (2%):** View security as a necessity amid Arctic tensions, while a threat to sovereignty and a reminder of historical foreign dominance
- Tourism (2%):** Recognize tourism as a growing economic opportunity, but discussions highlight concerns over cultural disruption, environmental degradation, and the need for locally controlled, sustainable tourism development



## SOCIAL MEDIA ANALYSIS

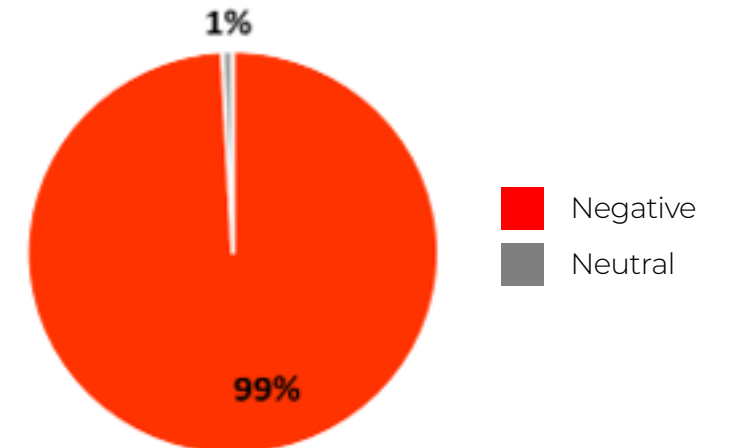
Greenland exhibits a high rate of social media engagement, with 84.9% of internet users active across various platforms. Among these, Facebook dominates the landscape with a 67.5% market share, serving as the primary venue for everyday communication and local news sharing. Pinterest (11.83%), Instagram (9.24%), and Twitter (6.26%) follow, with each platform offering a different lens into public discourse and identity expression. Reddit is used by just 3.38% of Greenland's online population, however, it plays an outsized role in shaping political narratives. Reddit encourages deeper, often more critical discussions—particularly on topics such as sovereignty, U.S. involvement, and Greenland's post-colonial identity.

ENODO conducted a case study of Reddit to examine sentiment variation across social media platforms, using a sample of over 400 engagements from individuals who self-identified as Greenlanders. This targeted analysis revealed how sentiment shifts depending on the platform. Findings revealed how Reddit discussions exhibited a markedly higher rate of negative sentiment, fueled by deep political frustration, skepticism of foreign intentions, and historical grievances related to Danish colonialism and autonomy debates. This variation underscores the critical importance of analyzing not just what is being said, but where it is being said. Platform-specific dynamics play a pivotal role in shaping and amplifying public perception—an insight essential for U.S. policymakers and strategic communicators looking to navigate Greenland's complex narrative environment.

*“While Greenland is part of the Kingdom of Denmark, it has its own flag and national identity, and these colors are a distinct symbol of Greenlandic culture and autonomy.”*



Sentiment towards the United States



*“They used to call Greenlanders ‘seals’ in Denmark and they still feel like they own you. The era of colonialism and the white man is over. Greenland belongs to the New World, not to Europe.”*

*u/DionysianSoul, December 2024*





## POLITICAL PARTIES

Fostering discreet partnerships and offering diplomatic, economic, and technical support, enables the U.S. to align with emerging movements such as the Qulleq party who view American engagement as a pathway to autonomy and prosperity. These political actors provide a critical channel to legitimize U.S. presence, shape policy narratives from within, and advance President Trump's vision for a stronger American role in the Arctic. These movements often advocate for stronger ties with the United States, citing potential benefits such as investment, infrastructure development, and enhanced security.



*“What’s wrong with working with a close and trusted, longtime ally who — up to now, anyway — has clearly stated they are very open to increased US presence there?”*

*u/Plane-Border3425, April 2025*

**Qulleq:** Founded in 2023 by former members of the Siumut and Naleraq parties, Qulleq is a political party that advocates for immediate independence from Denmark and the development of Greenland's natural resources. Qulleq is the only Greenlandic party whose leader, Karl Ingemann, has publicly expressed trust in U.S. President Donald Trump. The party supports closer ties with the United States to achieve economic growth and political autonomy.

**Partii Naleraq:** A pro-independence party that emphasizes Greenlandic nationalism and the promotion of traditional Inuit values. While not officially aligned with the U.S., some members view American interest as an opportunity to leverage support for Greenland's independence and economic development.

**Demokraatit (The Democrats):** A center-right, pro-business party that recently gained prominence in Greenlandic politics. The party supports economic reforms and has shown openness to foreign investment, including from the United States, to stimulate Greenland's economy.

**American Think Tank Daybreak:** A U.S.-based organization that advocates for stronger U.S.-Greenland relations. The think tank supports Greenlandic independence and promotes the idea of Greenland aligning more closely with the United States for strategic and economic benefits.

**Pro-U.S. Grassroots Movements:** Various grassroots groups and individuals in Greenland have expressed support for increased U.S. engagement, viewing it as a pathway to independence and economic opportunity.

*“MGAA - Make Greenland America Again.”*

*u/DoubleAir2807, April 2025*



SOCIAL MEDIA INFLUENCERS

By cultivating relationships with influential Greenlandic social media influencers, particularly those aligned with nationalist and pro-independence narratives, the U.S. can amplify messages that frame American involvement as a catalyst for economic development and self-determination. These influencers offer high-trust, high-reach platforms to legitimize U.S. engagement, counter anti-American sentiment, and build local support for President Trump’s Arctic vision.

Qupanuk Olsen

Platforms: TikTok (@qsgreenland), Instagram (@qsgreenland)  
Followers: Over 500,000 on TikTok; 300,000 on Instagram  
Affiliations: Political candidate for the pro-independence Naleraq party  
Notable Stance: Advocates for Greenlandic independence and views increased U.S. interest as a catalyst for self-determination.

Jørgen Boassen

Platforms: Facebook, local media interviews  
Affiliations: Grassroots organizer; connected with pro-Trump circles  
Notable Stance: Supports Greenland’s alignment with the U.S., believing it offers better opportunities than continued ties with Denmark.

Lars Kleist

Platforms: Local radio and community events  
Affiliations: Community leader in Nuuk  
Notable Stance: Advocates for stronger U.S.-Greenland relations, emphasizing economic benefits and strategic partnerships.

Paninnguaq Heilmann-Sigurdson

Platforms: Instagram (@paninng.uaq)  
Followers: 38.1K  
Affiliations: Cultural advocate and filmmaker  
Notable Stance: Promotes Greenlandic culture and has engaged in discussions about the potential benefits of diversified international partnerships, including with the U.S.

Josepha Lauth Thomsen

Platforms: Instagram (@child\_of\_the\_arctic)  
Followers: 20.2K  
Affiliations: Creator of @faces\_of\_greenland; cultural ambassador  
Notable Stance: Highlights Greenlandic identity and has shown openness to dialogues about Greenland’s future, including potential U.S. collaborations.

“Let me show you what Greenland is really about!  
Join Q’s Community here: <https://nas.io/qscommunity>”  
@qsgreenland

Sussi Andersen

Platforms: Instagram (@sussi\_andersen13)  
Followers: 11.5K  
Affiliations: Lifestyle influencer  
Notable Stance: Shares content that occasionally touches on Greenland’s international relations, including perspectives on U.S. engagement.

Elisabeth A. Petersen

Platforms: Instagram (@eliqussi)  
Followers: 8.5K  
Affiliations: Chef and entrepreneur in Nuuk  
Notable Stance: Advocates for economic development and has expressed interest in opportunities arising from increased U.S. presence.

Ingrid V. Schmidt

Platforms: Instagram (@ingridvschmidt)  
Followers: 4.3K  
Affiliations: Photographer and cultural documentarian  
Notable Stance: Engages in discussions about Greenland’s future, including the implications of U.S. involvement.

Naja Parnuuna

Platforms: Instagram (@najaparnuuna)  
Followers: 7.4K  
Affiliations: Musician and cultural promoter  
Notable Stance: Supports cultural exchange and has participated in events discussing Greenland’s international relations.

Ania Olsvig Drechsel

Platforms: Instagram (@aniaolsvig\_drechsel)  
Followers: 3.8K  
Affiliations: Motivational speaker and community organizer  
Notable Stance: Engages audiences on topics of empowerment and has addressed the potential impacts of foreign partnerships, including with the U.S.

“I was the only supporter here in Nuuk. People tagged me, made fun of me on Facebook. It was a very hard time the first years, trying to convince people that he is a good man,”  
Jørgen Boassen



## DATA COLLECTION

ENODO leveraged an integrated data platform to collect and evaluate public sentiment and discourse surrounding the Trump administration's historical interest in acquiring Greenland. Data was collected from April 3, 2025, to May 9, 2025, and included over 3,173,945 data points sourced from publicly available social media platforms, online news outlets, blogs, forums, and RSS feeds. Specifically, the dataset included approximately 1,103,187 Tweets, 763,981 Facebook posts, 381,427 Reddit threads, 297,635 news articles, 133,579 blog entries, 47,319 YouTube comments, 31,457 Instagram captions, 21,837 TikTok posts, 18,325 LinkedIn discussions, and 11,173 RSS items. These data points were geolocated and linguistically filtered to reflect public attitudes, beliefs, and key narrative themes from populations in Greenland and Denmark. The aggregated content was then analyzed using natural language processing (NLP), topic modeling, and sentiment analysis algorithms to quantify prevailing public sentiment and identify trending topics across each region.



*“After closing USAID AND burning bridges with China, yea, no shizzies they need Greenland, because where else should they get raw minerals now. Wow, Sherlock over here.”*

*\u/MoneyUse4152, April 2025*



*“All they want is for the northwest trade route. Greenland’s location is strategically important for potential trans-Arctic shipping routes, particularly the Northwest Passage and the Transpolar Sea Route, which could shorten travel times between the Atlantic and Pacific Oceans.*

*u/747Bclass, April 2025*



## RESEARCH DESIGN / METHODOLOGY

This report employs ENODO Global's proprietary population-centric methodology to examine how identity, culture, and narratives influence public perceptions in Greenland and Denmark regarding U.S. engagements. The analytical framework integrates both qualitative and quantitative techniques to uncover underlying sentiment, identify key topics, and map narrative ecosystems. Using ENODO's Social Listening tools, analysts collected data from a broad spectrum of publicly available sources, including social media platforms (e.g., Facebook, Twitter, Reddit), online forums, RSS feeds, and local and regional news outlets. A topic modeling algorithm was applied to identify the most frequently discussed themes by volume and periodicity. Sentiment analysis was then layered over these topics to assess emotional tone, intensity, and shifts in public opinion over time. The data was further segmented by geography, language, and stakeholder group (e.g., Greenlandic citizens, Danish citizens, pro-independence actors), allowing for the identification of nuanced patterns across populations. This approach enabled ENODO to develop a dynamic, real-time snapshot of how U.S. overtures are being received and interpreted across multiple cultural and political contexts.

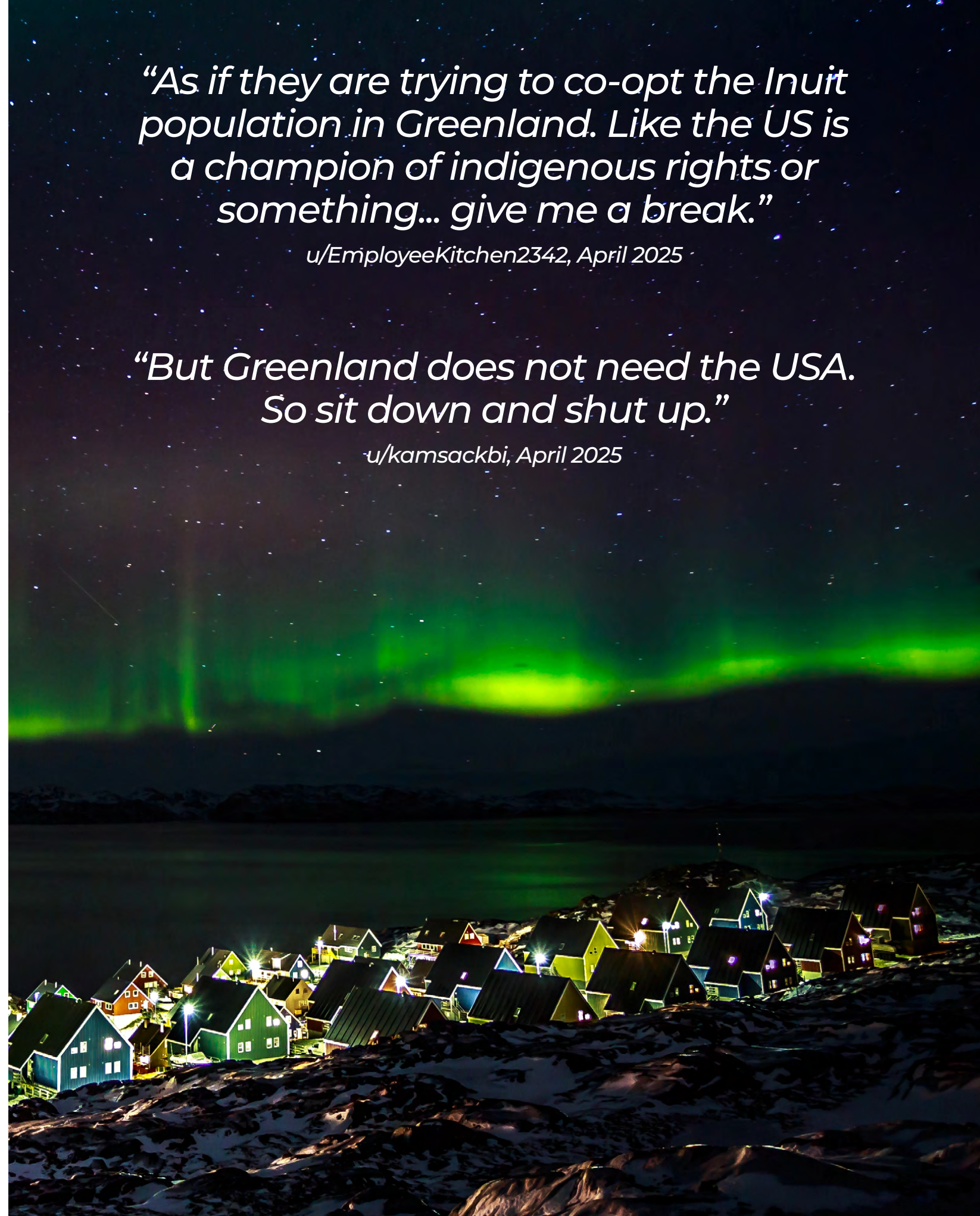


*“As if they are trying to co-opt the Inuit population in Greenland. Like the US is a champion of indigenous rights or something... give me a break.”*

*u/EmployeeKitchen2342, April 2025*

*“But Greenland does not need the USA. So sit down and shut up.”*

*u/kamsackbi, April 2025*







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