

# Udenlandske medier har fokus på dansk integrationspolitik

Indvandring, terror og økonomi topper emnelisten, når udenlandske journalister, bosat i Danmark, rapporterer til deres medier i hjemlandet. Flertallet vurderer samtidig, at Danmark har et godt ry.

## UGEBREVET **A4**

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**ANALYSE-BUREAU |**  
KAAS&MULVAD

**PUBLICERET I UGEBREVET A4 |**

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# Korrespondenter

Resume af rundspørge foretaget for Ugebrevet A4 af Kaas & Mulvad

Rundspørgeren er foretaget blandt personer, der formodes at arbejde som udenlandske korrespondenter i Danmark pr. e-mail i perioden 5. august til 8. september 2010.

Der er udsendt rykkermail 13. august og 1. september. Der er udsendt separate emails og sms'er til en hel del mulige respondenter, da den oprindelige email-adresse ikke virkede.

41 personer har deltaget og besvaret spørgsmål. Ikke alle har svaret på alle spørgsmål.

En reel svarprocent er umulig at beregne, da en meget stor del af de personer, vi har udsendt til, åbenlyst ikke har modtaget emailen. Og vi ved ikke hvor mange dette gælder.

What country do you consider your native country?
Holland
Sweden
germany
UK
netherlands
USA
Sweden
MEXICO
jordan
England
Germany
Sweden
Ireland
US
Basque Country
Denmark
Sweden
Russia
the Netherlands
France
Finland
Germany
netherlands
Germany
Denmark/Norway
Germany

Nederlandene
Germany
UK
Switzerland
Britain
Netherlands
Iceland
srilanka
Chile
germany
UK
Turkey
Palestine
Spain

**In what region of the world is the majority of your stories published/broadcasted?**

	Respondents	Percent
Europe	33	80.5%
North America	0	0.0%
Latin America	2	4.9%
The Middle East	2	4.9%
Africa	0	0.0%
Asia	1	2.4%
Oceania	0	0.0%
I primarily work for a wire service with global reach	3	7.3%
Don't know	0	0.0%
Total	41	100.0%

How many years have you been working in Denmark?
10.00
28.00
13.00
30.00
30.00
3.50
3.00
1.00

24.00
9.00
10.00
6.00
25.00
1.00
2.00
8.00
36.00
18.00
2.00
26.00
3.00
17.00
7.00
14.00
0.00
3.00
10.00
25.00
8.00
8.00
10.00
14.00
4.00
34.00

I gennemsnit har respondenterne arbejdet her i 13 år. Men der er store variationer.

### Do you speak Danish?

	Respondents	Percent
Yes	33	82.5%
No	7	17.5%
Total	40	100.0%

### Do you have Danish friends?

	Respondents	Percent
Yes	36	90.0%
No	4	10.0%
Total	40	100.0%

### Are you married to or live with a Dane?

	Respondents	Percent
Yes	20	52.6%
No	18	47.4%
Total	38	100.0%

### Do you have children who are/have been at school in Denmark?

	Respondents	Percent
Yes	22	56.4%
No	17	43.6%
Total	39	100.0%

### Do you cover other Nordic countries?

	Respondents	Percent
Yes	32	82.1%
No	7	17.9%
Total	39	100.0%

**What is your main source of information about what is happening in Denmark?**

	Respondents	Percent
Danish newspapers	28	70.0%
Radio and TV	4	10.0%
Friends	0	0.0%
Family	0	0.0%
Governmental organizations	1	2.5%
Politicians	1	2.5%
NGO's	1	2.5%
Other	5	12.5%
Don't know	0	0.0%
Total	40	100.0%

What is your main source of information about what is happening in Denmark? - Other
both newspapers, radio and tv and own observations
ritzau
events
A mix of all
Internet
web
Internet
Danish newspapers and radio & TV, Ngo´

**To what extent do you agree or disagree with the following statements - During the last three years it has become more difficult for me to pitch/sell stories about what is happening in Denmark**

	Respondents	Percent
Totally agree	7	17.5%
Tend to agree	7	17.5%
Tend to disagree	18	45.0%
Totally disagree	7	17.5%
Don't know	1	2.5%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - The Danish government could do a lot more to make foreign media representatives interested in Denmark**

	Respondents	Percent
Totally agree	8	20.0%
Tend to agree	11	27.5%
Tend to disagree	12	30.0%
Totally disagree	3	7.5%
Don't know	6	15.0%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - It is easier to pitch/sell stories about other Nordic countries than stories about Denmark**

	Respondents	Percent
Totally agree	3	7.5%
Tend to agree	6	15.0%
Tend to disagree	17	42.5%
Totally disagree	3	7.5%
Don't know	11	27.5%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - Danes are open and welcoming to foreigners**

	Respondents	Percent
Totally agree	0	0.0%
Tend to agree	11	27.5%
Tend to disagree	21	52.5%
Totally disagree	7	17.5%
Don't know	1	2.5%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - Danes have a good sense of humor and self-irony**

	Respondents	Percent
Totally agree	8	20.0%
Tend to agree	17	42.5%
Tend to disagree	10	25.0%
Totally disagree	4	10.0%
Don't know	1	2.5%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - It is easy to befriend Danes**

	Respondents	Percent
Totally agree	1	2.5%
Tend to agree	12	30.0%
Tend to disagree	20	50.0%
Totally disagree	6	15.0%
Don't know	1	2.5%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - Danes have become more xenophobic in recent years**

	Respondents	Percent
Totally agree	11	27.5%
Tend to agree	21	52.5%
Tend to disagree	4	10.0%
Totally disagree	1	2.5%
Don't know	3	7.5%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - Denmark and Danes in general have a good reputation in the country/countries where my stories are being published/broadcasted**

	Respondents	Percent
Totally agree	7	17.5%
Tend to agree	27	67.5%
Tend to disagree	2	5.0%
Totally disagree	3	7.5%
Don't know	1	2.5%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - Danes have taken over from Sweden as the country that has rules for everything**

	Respondents	Percent
Totally agree	8	20.0%
Tend to agree	13	32.5%
Tend to disagree	11	27.5%
Totally disagree	3	7.5%
Don't know	5	12.5%
Total	40	100.0%

**Overall, how does your viewers/readers/listeners perceive Denmark?**

I can give some keywords that viewers tend to connect with Denmark: high amount of women on the labourmarket / tight immigration rules / flexicurity model / large welfare state / cartoon crisis / well organised daycare / Lot's of space and nature / little bit a "tribe" or island culture / Fogh and Nato / Pia Kjaersgaard / Roligans / Danish films and documentaries /

Positively as a nice place to go for vacation, but also with some scepticism; like Danes perceive people "of

other ethnic origin than..."
Som liberal, åben, fokus på sundhed, på forkant med miljø og klima politik
In this order: a) north of Hamburg = end of the world, b) nothing ever happens in Scandinavia c) socially engaged people. Welfare. Many in the Netherlands like the stricter immigration policy. d) a harmonic society, no traffic, a quiet country
Positively in some respects, though there is often a lack of understanding of some Danish topics due to cultural differences. Americans may tend to resent some positive news items from DK, eg 'the happiest people in the world,' or maybe something about a high standard of living.
As a very stable and democratic country
xenophobic, islamophobic, nationalistic racist country
A liberal minded country, with a good welfare system that breeds beautiful people who cycle everywhere and love well designed furniture for their home. However, I think that more recently people have become aware that integration is a real problem in Denmark.
ask them ;-)
Jag bor och arbetar i Malmö. Intervjun tar inte hänsyn till sådana som mig.
An orderly society with efficient and extensive public services including education, healthcare and infrastructure. Taxes are high but society functions. The Danes' slide from tolerance to xenophobia baffles my readers.
They know little, the main interest is in royals though also Copenhagen Fashion Week, danish design, Copenhagen as a European city, bicycles and the title as "the happiest people in the world" tend to create interest and/or questions.
Since I only write about art and exhibitions for some Swedish newspapers I really don't know - I only know that my readers appreciate to get informed about what's going on on the Danish art stage
pragmatic people with common sense with which they can cooperate
A small unimportant country with extremely high taxes. Danes have become xenophobes and the succes of the Folkeparti is proof of that.
I would say still as a modern and innovative country, which tends to be an exemple in certain areas (environment, flex-security, social protection, freedom of speech, happiness ...) but has become more closed during the 10 past years, as well as more xenophobic - somehow being qn exemple here too of what's going on in Europe. I will specify however that I don' live in Denmlark. I'm based in malmö and cover all the Scandinavian coutries. I come regularly to Denmark though, given the proximity.
As I write mostly for media in Finland, Sweden and Norway, the readers have not changed their opinion of the Danes very much - although they of course know about Dansk Folkeparti and its xenofobia.
Still good, a bit more critical, but still positiv
as a country that is very alike our own, but is a little exotic (up in the north)
Generally they perceive it well. There are still a few stereotypes though.
They still have quite a positive attitude.
As an expensive and little bit 'closed' country
Interested, but mostly ignorant about life in DK.
Positively
still as a cute fairytale environmentally friendly country...very much in stereotypes. There is no recognition of 21st Denmark...am not sure the Danes know what they are either

Readers/listeners are positive towards Denmark and do have the traditional perception of the laid back and friendly Danes. Confirmed by Danish TV-programs shown on Icelandic TV. However they find it difficult to harmonize that with news of xenophobic politics and warfare.

good

As a cold country, with cold people, where is not easy to integrate in the community. Danish working conditions has a good reputation as well as its welfare system. People is perceived as gentel and well educated but distant, cold and amazingly individualistic. it is also noted that Danes HAS TO HAVE an oppinion about EVERYTHING regardless even if they know or not what they are talking about.

as an sympathic country, but with problems concerning the integration of foreigners

In general my readers consider Denmark to be a rather restrictive and xenophobic country controlled by right-wing political groups.

An interesting country, where there is a lot of innovation especially in social and cultural areas. My redaers think that Denmark politically is xenophobic and begativ for the third world, and especially cultures from mlddle earst, (Islam)

Islamophobic and hostile to the Muslim and the Arab communities

Good! Clean Country.

**What do you think are the two most important issues facing Denmark at the moment? (please do not mark more than two issues)**

	Respondents	Percent
Crime	1	2.5%
Pensions	1	2.5%
Taxation	3	7.5%
Unemployment	2	5.0%
The economic situation	21	52.5%
Immigration	16	40.0%
Terrorism	4	10.0%
Inflation	0	0.0%
Healtcare system	8	20.0%
The environment	3	7.5%
Energy	4	10.0%
Foreign Affairs	3	7.5%
The educational system	6	15.0%
Housing	1	2.5%
Welfare	9	22.5%
Other issues (which?)	2	5.0%
Don't know	0	0.0%
<b>Total</b>	<b>40</b>	<b>100.0%</b>

What do you think are the two most important issues facing Denmark at the moment? (please do not mark more than two issues) - Other issues (which?)
Complacency
Integration
racism
intergration

**To what extent do you agree or disagree with the following statements - The Mohammed cartoon crisis and issues relating to the crisis are still of great interest to my readers/viewers/listeners**

	Respondents	Percent
Totally agree	7	17.5%
Tend to agree	20	50.0%
Tend to disagree	8	20.0%
Totally disagree	4	10.0%
Don't know	1	2.5%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - The Mohammed cartoon crisis still affects Denmark's reputation negatively in the country/countries where my stories are being published/broadcasted**

	Respondents	Percent
Totally agree	7	17.5%
Tend to agree	10	25.0%
Tend to disagree	11	27.5%
Totally disagree	10	25.0%
Don't know	2	5.0%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - The Danish government handled the United Nations Climate Conference in Copenhagen (COP-15) in a good and professional manner**

	Respondents	Percent
Totally agree	2	5.0%
Tend to agree	5	12.5%
Tend to disagree	19	47.5%
Totally disagree	14	35.0%
Don't know	0	0.0%
Total	40	100.0%

**To what extent do you agree or disagree with the following statements - The way the Danish government handled the United Nations Climate Conference in Copenhagen (COP-15) has damaged Denmark's reputation in my home country**

	Respondents	Percent
Totally agree	4	10.0%
Tend to agree	16	40.0%
Tend to disagree	8	20.0%
Totally disagree	7	17.5%
Don't know	5	12.5%
Total	40	100.0%

**What issues concerning Denmark are of greatest interest to your readers/ viewers/listeners?**

	Respondents	Percent
Crime	1	2.5%
Pensions	0	0.0%
Taxation	6	15.0%
Unemployment	0	0.0%
The economic situation	13	32.5%
Immigration	24	60.0%
Terrorism	13	32.5%

Inflation	0	0.0%
Healthcare system	11	27.5%
The environment	10	25.0%
Energy	6	15.0%
Foreign Affairs	5	12.5%
The educational system	5	12.5%
Housing	0	0.0%
Welfare	14	35.0%
Other issues (which?)	6	15.0%
Don't know	0	0.0%
<b>Total</b>	<b>40</b>	<b>100.0%</b>

What issues concerning Denmark are of greatest interest to your readers/ viewers/listeners? - Other issues (which?)
Lifestyle
Politics
royals, design, fashion,
art & exhibitions
culture
Agriculture
social politics
Royal House
The cartoons
Royal

#### What issues concerning Denmark are of greatest interest to your editor or media?

	Respondents	Percent
Crime	2	5.3%
Pensions	3	7.9%
Taxation	7	18.4%
Unemployment	2	5.3%
The economic situation	17	44.7%
Immigration	22	57.9%
Terrorism	17	44.7%
Inflation	0	0.0%

Healthcare system	8	21.1%
The environment	10	26.3%
Energy	7	18.4%
Foreign Affairs	9	23.7%
The educational system	4	10.5%
Housing	1	2.6%
Welfare	12	31.6%
Other issues (which?)	8	21.1%
Don't know	0	0.0%
Total	38	100.0%

What issues concerning Denmark are of greatest interest to your editor or media? - Other issues (which?)
Lifestyle
Politics
EU presidency in 2012
royals
art, culture & exhibitions
culture, tourism
sports
Agriculture
social politics
Culture
Royal House, culture, design
The cartoons
Royals

**Is it your experience that politicians in Denmark are more or less open and willing to speak to you and other media representatives than politicians in your native country?**

	Respondents	Percent
More	23	59.0%
Less	3	7.7%
No difference	10	25.6%
Don't know	3	7.7%
Total	39	100.0%

**Overall, how would you rate the Danish ministers ability to speak English?**

	Respondents	Percent
Excellent	6	15.4%
Acceptable	26	66.7%
Needs improvement	4	10.3%
Don't know	3	7.7%
Total	39	100.0%

**Overall, how would you rate the quality of reporting carried out by Danish newspapers, TV and radio compared with reporting done by media in your native country?**

	Respondents	Percent
Very high	3	7.7%
High	9	23.1%
Neither high nor low	16	41.0%
Low	9	23.1%
Very low	1	2.6%
Don't know	1	2.6%
Total	39	100.0%

**In your opinion, do political commentators play an appropriate, too small or too big a role in political reporting carried out by the Danish media?**

	Respondents	Percent
Too big a role	13	33.3%
Appropriate	18	46.2%
Too small	1	2.6%
Don't know	7	17.9%
Total	39	100.0%

**Overall, how would you rate the quality of political reporting carried out by Danish newspapers, TV and radio?**

	Respondents	Percent
Very high	1	2.6%
High	10	25.6%
Neither high nor low	16	41.0%
Low	7	17.9%
Very low	2	5.1%
Don't know	3	7.7%
Total	39	100.0%

**In your opinion, does the Danish media overall report on issues relating to immigration and foreigners in Denmark in a fair and unbiased way?**

	Respondents	Percent
Yes	10	26.3%
No	25	65.8%
Don't know	3	7.9%
Total	38	100.0%

**In your opinion, has the Danish media become more sensational in its reporting in recent years?**

	Respondents	Percent
Yes	31	79.5%
No	2	5.1%
Don't know	6	15.4%
Total	39	100.0%

Which Danish media do you make use of most often when reporting on Denmark?
Daily morning papers (Pol, JP, Berl, Inf)
Politiken, Jyllands-Posten, DR
Berlingske, Politiken, Børsen, TV2 News, TV Avisen
Newspapers:Berlingske, JP, Politiken, Børsen Radioavisen, Aftennyheder paa TV2 og DR
DR1 and sometimes DR2-- less often TV2--and Berlingske Tidende, followed by Politiken and JP.
Politiken, JP, Berlingske
Berlingske Tidende
ritzau, information, politiken, kr.dagblad
TV 2 NEWS
Politiken, DR, Berlingske, Weekendavisen, Borsen...
Børsen, JP, Berlingske, Politiken, Information, Berlingske Nyhedsmagasin, TV2 News, TV Avisen.
None. But I like Euroman for good writing, culture and design
Radio, TV, daily newspapers (Politiken, Berlingske)
Ritzaus
politiken BT TV2News
Mostly the newspapers : Politiken, Jyllans Posten, Berlingske Tidende and sometimes Information too. Then the TV : DR.
Politiken, Dagbladet, diverse fagblade
I use a range of newspapers, internet sources, organisations and ministries sources. Depending on the situation.
politiken, dr, berlingske
DR, Politiken, Information
Ritzaus Bureau
Newspaper (Jyllands posten)
The 'big Copenhagen newspapers' of course but it is not so that I am dependent; other direct sources became more important over the last 15 years because of internet. Quite logical.
DR, TV2, Politiken, Berlingske Tidende, Information
DR
Berlingske, Politiken
politiken elstra bladet
DR, TV2, Politiken, Berlingske Tidende, Børsen, Information.
all
Information, Politiken, Berlingske, DR1
JP, Politiken, Berlingske
Daily newspapers

Berlingske Tidende
DR, Tv2, Politiken, JP
Jyllands Posten Politiken, BT, Ekstrabladet,

If you have additional comments to the survey, the questions or the subject please write them here:
I find some of the questions a bit vague and therefore difficult to answer.
First of all, in order to get a good picture, you should know more about the correspondents you have chosen. The term correspondent can be very wide. Some may have a fulltime job. Most of us are freelancers and have other freelance jobs such as translations, teaching, pr-work etc. Some cover royal news or write for specific magazines (agriculture...). In the end it depends on the media, you as a freelancer write for, i.e. what kind of news they are interested at. In general, there is less focus on Denmark because of the internet revolution (online news: short, funny, spectacular). Previously, I could write 3 stories about Danish elections. After the tabloid format was introduced only 1 story and during the last elections the paper took impersonal news from the wires. On the other hand: what do Danish newspapers tell us about the Czech Republic, Bulgaria, life in Luxemburg or The Netherlands??? These countries are part of the EU, but we do not get any news about them here and if, the items seem to be covered at random because the Anglo-Saxon news stream has them.
One thing you need to keep in mind is that many of the journalists based in DK (the people who write-broadcast the lion's share of news from DK) have lived here for years and in some ways are out of touch with their home countries. Another comment regarding my answers--in the segments about how well Danish media report, I checked off 'low,' but in the US the media range in quality from pure (*%(&/(*--the only words I can find are vulgar) to excellent, NY Times, Wash Post and a few other papers, as well as a few magazines. None of them has an equal in DK, but I would go so far as to say that if you could put all the media from both countries in a big mixer and evaluate the average quality, DK would come out ahead by far.
No more comments.
It's a bit biased.
No
Thank you
As specified: I don't live in Denmark but in Malmö. Due to the proximity though, I'm quite offer in Denmark. I also read and watch daily the Danish media. But my location could affect the first question about the Danes.
The amount of correspondents of Danish media is redicously low. Thus, neither DR og TV2 have a permanent correspondent in Germany/Berlin - just to mention one example. Thus no wonder that Danish media a very "navlebeskuende".
Denmark is having an identity crisis. I am only reporting negative news out of copenhagen at the moment. Helle Thorning Schmidt tax evasion, DPP immigration policy etc
no
How does the world see DK? - For those working class I have known who have lived here and moved back to their countries - they have a negative impression of DK, and dont miss one thing. For those who come as a tourist, then find it pleasant. For asylum seekers I have interviewed and worked with in DK - for in depth stories - they feel marginalized, and treated inhumanely - especially the notion of long waiting time for

positive or negative on permission to stay, over medication, and no right to work. Main issues of concern are also the culture's inability to support independent thinking for competitive market - too much of who you know hand outs/favours and not encouraged free market competition based on skills/drive/motivation etc. Other critical issue is prejudice - Danes are educated enough to cover it up socially but foreigners who live here - learn see through it - revealing a deeper prejudice for those who are different from a Dane. The work ethic is seen abroad as lazy, ridiculous customer service under normal developed country standards, and last but not least, a horrific sense of pressure to conform to Danish cultural ways - little tolerance for anything different except if it fits into some form of entertainment confined in amusement and the excessive rules. In other words, if you act like a Dane then there is a chance you will be accepted, if you are yourself - you risk being a part of a hugely marginalized foreign population.

Only news and pics from royal family can be today sold, and not always, to the Spanish media (magazines). They don't have money to pay correspondents and they are not interested anymore about other serious news from Scandinavia because cost money. Only sensational news and if they can be copied for free from news agencies, even with wrong translations, it might be printed or broadcast in some of the Spanish media. The Spanish journalism of the last 5-10 years is almost dead or / and controlled by local left-wing politicians. I've thinking that a Spanish internet version of one of the main Danish newspaper would be a nice PR for Denmark, but not with mechanical translations. I've already my own low cost website [www.jmnoticias.com](http://www.jmnoticias.com) with over 1 million visitors per year, but no time to update everyday.