

The below email was distributed to various journalists via email on May 1, 2023.



IPSOS Survey for NEOM

Greetings,

We hope that this email finds you well.

We are writing you on behalf of [NEOM](#), the sustainable region taking shape in northwest Saudi Arabia, which has commissioned IPSOS to conduct an independent, anonymous survey to assess how the project is currently perceived by key stakeholder groups.

As a member of the news and media industry, we invite you to provide your perspective by completing this short survey: [Link to Survey](#)

Your responses and identity will remain strictly confidential; all data will be anonymized by IPSOS prior to NEOM receiving any summary reports or data. [IPSOS](#) is a leading multinational market research company with stringent privacy policies and standards of ethics upheld over the last 50 years.

Your contribution to this study is highly appreciated. Please be in touch if you have any questions and thank you for taking the time to complete this survey.

Best regards,
KARV Communications

This material is distributed by KARV Communications on behalf of NEOM (through Richard Attias & Associates Saudi for Organization of Exhibitions Co.). Additional information is available at the Department of Justice, Washington, DC.