

## Persbericht

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# Hygiene and manners of workforce permanently changed by Corona

Zeist, April 29, 2020 - More than half (58%) of office workers in the Netherlands do not think that everything will be as it was before Corona. For example, 67 percent indicate that they continue to pay more attention to hygiene than before. More than three-quarters of the employees (77%) expect the employer to provide extra cleaning rounds to ensure hygiene. Not only in the workplace, but also in social life one expects other manners to ensure good hygiene. More than half of the working Netherlands, for example, indicate that they are reluctant to shake hands or give three kisses (62%), even if RIVM measures become more relaxed. This and more is shown by research by Kantar commissioned by the global hygiene and health company Essity, known from Tork, TENA, Libresse, Edet, Demak'Up, Tempo, Leukoplast and Plenty, among others.



### Changes in the office

The study asked office workers how they envision their work situation when office work is allowed again. Only 22 percent of the respondents think that everything will be back to the way it was, a majority (58%) disagree. More than three-quarters of the employees (77%) expect the employer to provide extra rounds of cleaning to ensure hygiene. Although 64 percent hope that the employer will continue to work at home more smoothly, opinions about continuing to work from home are divided: 36 percent prefer to work from home even when we can go back to the office, while 37% disagree. Exactly half of the employees prefer to make appointments with third parties online when work is permitted again. The Dutch expect great responsibility from their colleagues. No less than 81 percent think that a colleague should take the initiative to work from home or report sick when he or she has a cold. 61 percent think that the employer should send an employee home with a cold.



### **New manners**

Even after the worst corona peak has passed and the measures of the RIVM are increasingly relaxed, a large proportion of the respondents expect changes in manners. In the first place, 67 percent indicate that they continue to pay more attention to hygiene than before. The majority remain reluctant to give a hand (55%) or three kisses (62%). The most popular greeting alternatives are waving / raising your hand (35%), nodding (24%) and the yoga / Namasté greeting (14%). "The coronavirus has placed a magnifying glass on our hygiene practices. We all know now that we can sneeze better in the elbow and wash our hands regularly. This research shows that for a majority of Dutch people, the coronavirus is expected to have a lasting impact on the work situation and their view of hygiene," said Gertie Eikenaar, communications director Essity BeNeLux.

### **About the survey**

The study into how the Dutchman thinks about hygiene once the measures of RIVM relax, was carried out in April 2020 by Kantar Public, commissioned by the global hygiene and health company Essity. The study surveyed Dutch people aged 18 and older who are active in the labor market. This is spread by age, sex, education and distinction between vital and non-vital occupations. Questions about working at the office were only answered by Dutch people who work at an office. A total of 1165 Dutch people participated in the study. You can find more information about the research via this link.

### **END OF PRESS RELEASE**

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### **Over Essity**

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