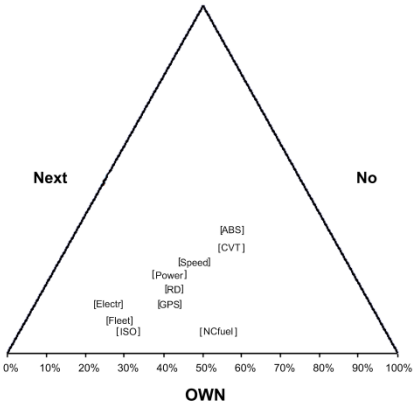


Figure 10. Distribution of technological innovations according to the percentages of respondents who have (OWN), who wish they have (Next), and who don't have and don't want to have them (NO).

visually represent the distribution of the set of innovations according to the percentages of respondents who actually have them (OWN), who wish they had (Next), and who don't have and neither want to have the innovation (NO). In the diagram, each label distance from each side of the equilateral triangle proportionally to the percentage of the item indicated on the side. For example, ABS and CVT resulted the technologies the more available among the sample (in the figure they are at the farthest location from the OWN side). Similarly, electric actuators, fleet management system and ISOBUS/CAN-BUS technologies were very little available and desired, while alternative fuels resulted little available and highly desirable.

More than half of the respondents believed that technological innovations applied to agricultural tractors increased very much the comfort of the machine and its safety (figure 11). Beside, a significant correlation was found between the belief that technological innovation increases machine flexibility and respectively respondents' age (#19χ^2) and job title in the farm (#20χ^2). At the same time, respondents' job title was found significantly correlated with the opinion that technological innovation raises machine safety (#21χ^2). This statement showed to be significantly correlated also with respondents' years of activity in the field (#22χ^2). Farmers working in the agricultural sector for more than 3 years believed that technological innovation increases very much agricultural machine safety compared to farmers who recently (less than 3 years) started working in this field (#22r_s). Similarly, years of activity was significantly related to the opinion that technological innovation amplifies machine reliability (#23χ^2), showing that the more years farmers have been working in the agricultural field, the more they considered that technological innovation increases machine reliability (#23r_s). Regarding the aspect of driving comfort a significant correlation was found with respondents' geographical origin (#25χ^2).

According to respondents' opinions two technological innovations could be very useful in the future, such as 1) safety and warning system that enables driver identification,