

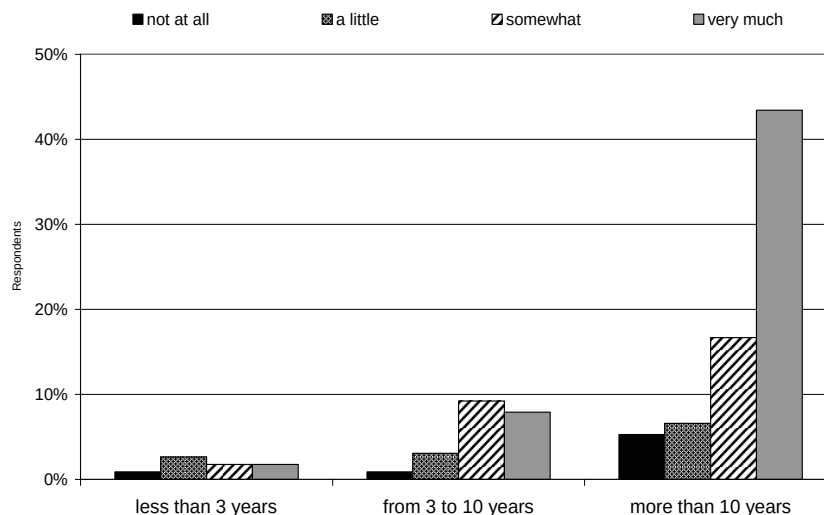


Figure 7. Importance of environmental impact reduction according to respondents' years of work.

(#4 χ^2), while respondents' geographical origin showed to be significantly associated with the importance of agricultural tractor technological content (#5 χ^2). In both cases, the Cramer's V of .183 indicates that the relationship was moderately strong.

Most of the respondents obtained information on technological innovations primarily from exhibitions or conferences (96,9%), through colleagues (95,6%) or by direct experience (94,7%). Only a reduced number used internet as a source of information on new technologies, and a moderate association between respondents' geographical origin and usefulness of the information on technologies innovations obtained through the use of internet was found (#6 χ^2).

Likewise, obtaining information through educational and research centers showed to be significantly associated with the position held in the farm (#7 χ^2). Similarly, obtaining information through agricultural press was significantly associated with years of activity (#8 χ^2); the more respondents had been

working in the sector, the more they found agricultural press to be a useful source of information on technological innovations (#8 r_s).

The innovations most known were the speed higher than 40 kph and the brake assisted systems, while the ISOBUS/CAN-BUS technology resulted as the less known (figure 8).

All participants who had knowledge about a particular technological innovation, were also asked to report how useful they believed that innovation was. ABS and possibility to reach speed greater than 40 km/h were considered the most useful ones (figure 9). Interestingly, a significant moderate relationship was found comparing respondents' geographical origin and opinions on speed (#9 χ^2). Again, respondents' geographical origin and opinions on alternative flues showed a slightly less strong relationship (#10 χ^2).

No statistical significant differences were found in the usefulness of ISOBUS/CAN-BUS technology, while a significant association emerged between age and