

Figure 1. Sample distribution

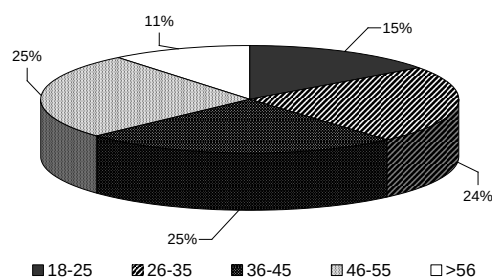


Figure 2. Sample age distribution

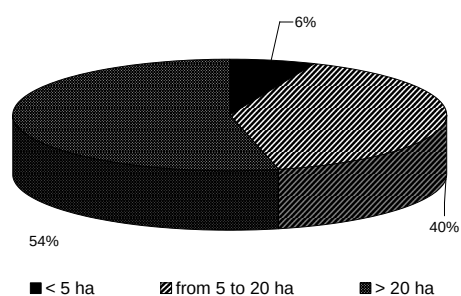


Figure 3. Farms size distribution

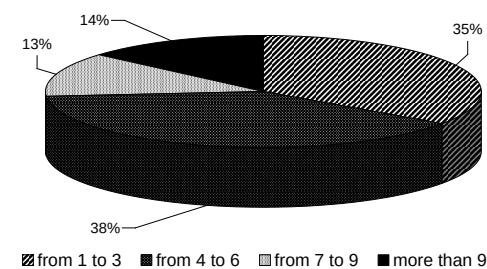


Figure 4. Number of tractors owned or used

crisis (Federunacoma, 2012). Approximately 1,729,000 farms are operative in Italy, utilizing an area of 12.7 million hectares (Istat, 2005). Based on recent data 80% of the farms are smaller than 5 hectares and their average dimension is 7.6 hectares (Istat, 2009). Moreover, any of the Italian farms has a tractor and tractors' density is approximately 138 every 1000 ha; very high if compared with 85.8 for Germany, 64.5 for France and 26.8 for USA (World Resource Institute, 2012).

In the study only data related to farmers, farm workers, and independent contractors (n=228), accounting for 75% of the total number of respondents, were analyzed. More than three quarters of the sample were farmers (figure 1). Respondents' age ranged between 18 and 75 years. Participants were grouped into three ten-years age classes, plus a class aged between 18 and 25 (youngest) and one

aged between 56 and 75 years old (elderly)(figure 2).

As shown in figure 3 and 4 the majority of the sample owns or works in a farm larger than 20 hectares and deals with a number of tractors between 4 and 6.

4.1 Trends and relationships between variables

Descriptive statistics showed that in agriculture tractor usage the aspect considered most important was safety (76,7%), followed by ease of maintenance and assistance (67,5%), and comfort (66,2%). Just over half of the sample (53,1%) gave a score of 4 on the Likert scale – meaning “very important” - to environmental impact reduction. Less than a third of the respondents considered very important tractor technological content (30,3%) (figure 5).

Table 3 reports all significant relationships