fleet, were positioned on the left side of the graph (the less technological), while moving to the right-hand side of the factorial plane (the more technological area) we find bigger farms (both in terms of size and fleet). Again, the technical state of the tractors used by the respondents (see circular shapes) followed the same path from left to right, according to a classification that goes from prevalent use of old tractors (very left), to outdated tractors, then to tractors in part outdated and in part modern, and finally to modern tractors (right). According to participants' geographical origin (underlined in the figure), the less technological area resulted located in the centre of the peninsula, while the other main Italian areas showed higher averages of technological innovation; in the inhomogeneous south-islands area (located just in one point of the map to represent a greater number of respondents), the south appeared less technological. According to the professional role, moving from the left-hand side we encounter agricultural farmers with less opportunity to dispose of modern tractors, then agricultural farm workers and finally independent contractors, who show more opportunity to work with tractors equipped with technological innovations. Hence, the first dimension (horizontal) has an objective explanation, opposing real presence of technological innovation on agricultural tractors (right-hand side) to its absence (left-hand side).

Differently, the second dimension is explained mainly by subjective opinions related to the desire of technological innovations. In the area on the left of the axes origin - the less technological area - the factorial plan shows again a distinct polarization: at the top are positioned respondents who don't have technological innovations on their machines and wish they would have them in the future (grey boxes), while at the bottom we find respondents who don't own/work with technological machines and don't have the desire to dispose of those innovations (white boxes). Respondents of this last group appeared to be over 55 years old or to have a low degree level (elementary or junior high school degree). Either the technological state of their tractors was old or the new tractors were plain models with a low hi-tech profile. On the contrary, respondents with a university degree (see dash arrows) were more frequently between respondents of the upper pole, those who don't dispose of technological innovations and wish they would.

Beyond this general trend, it is interesting to note that some features, such as fleet management systems, electronic actuators and ISOBUS/CAN-BUS systems were generally recognized as the most attractive. Indeed, they were positioned slightly higher compared to other features, both in the high left side of the factorial plane (the area targeting individuals who would like to have on disposal technological innovations; they were more interested on the features positioned below in the graph), as well as in the low left side of the factorial plane (the area targeting individuals less interested to tractors technological innovations; in particular considering the features positioned higher up in the graph). Otherwise, the trend found for these two groups (those who are interested in the innovations and those who are not)