### Abstract

Introduction: Road traffic injuries are a major but neglected public health challenge that requires coordinated efforts for effective and sustainable prevention. Perceived rewards and costs are protection motivation theory constructs that their characteristics have not explored exactly, but there are some evidences regarding their effects on driving status. So this study aimed surveying the status of these constructs.

Methods: In this descriptive cross-sectional study, total number of 379, 19 years old and above people, which had a driving license from population under coverage of 10 health care centers entered in the study with a clustered random sampling. A valid and reliable questionnaire was used for data collection which was included a part or demographic variables and constructs of Perceived rewards, costs and unsafe driving behaviors. It was completed as self-report. The data were analyzed using SPSS software and T-test, ANOVA, Correlation coefficient and Linear Regression statistical tests.

Results: Subject earned 44.8, 46.5, and 17.4 percents of possible scores of perceived rewards, perceived costs and unsafe driving behaviors in turn. The most reported rewards of unsafe driving was "excitement of speeding"(56.4%) and the most reported cost was "taking longer time to get to destination because of avoiding driving while fatigue"(51.2%). There was a significant difference on Perceived rewards and costs by sex, marriage status and age. Also there was a significant correlation between them and unsafe driving at 0.01 levels. Both of constructs explained 28% of the variances in unsafe driving which the predictability of Perceived rewards (β=0.382) was higher than Perceived costs (β=0.194).

Conclusion: Perceived rewards and costs have an important role on driving status. Decreasing perceived rewards and costs aimed increasing safe driving could be an important principle in road safety education and policy. Moreover these two constructs are difference from each other and could be considered as independent predictors of driving status.