Abstract: Objective: While speeding behavior has been recognized as one of the most important risk factors in fatal road traffic accidents. Speeding has been reported as one of the most important public health issues worldwide. Using the theory of planned behavior (TPB), this study examined the self-reported behavior of driving within posted speed limits for a sample of commercial car drivers.

Methods: This cross-sectional study was carried out in Bandar Abbas in August 2010. A sample of 10 participants from each shift for 7 days (totaling 140 participants from each car stop) was obtained. In this cross-sectional study, all commercial car drivers who were literate and who transported people to and from Bandar Abbas and other cities in August 2010 were likely to be included in the study. A self-administered questionnaire including demographic characteristics and a questionnaire based on TPB constructs were used to collect data. Multiple regression analyses were used to predict factors of driving within speed limits at a level of \( P<0.05 \).

Results: In all, 246 eligible drivers with a mean age of 32.2 years (SD=6.7) were studied. The mean years of car driving was 8.7 (SD=5.0). Multiple regression analysis revealed that subjective norms and perceived behavioral control could predict the intention to drive within speed limits (\( R^2 =0.25 \), \( F=27.2 \), \( p<0.001 \)). Furthermore, behavioral intention and perceived behavioral control predicted driving within speed limits (\( R^2 =0.41 \), \( F=85.1 \), \( p<0.001 \)).

Conclusion: This study concluded that commercial car drivers in Bandar Abbas, Iran are most in need of appropriate interventions based on improving their subjective norms and behavioral control.

Predictor, Driving, Speed limit, Theory of Planned Behavior.

Presentation: Oral