Three observations:

1. There is a migration in terms of ride sharing from Personal use to Ride Sharing
2. The Fares in Urban Areas are 10 times the Rural Fares and Double Suburban Fares. As shown by the pic charts at 62%, 30% and 6.2 % respectively.
3. When comparing the number of rides the percentages are even more distinct, at 68 % for Urban, 26% for Suburban, 5.3 Rural
4. The total number of Drivers by City Type is along the same path, 80.9 Urban City, 16.5%, Rural 2.6%.