1. The most obvious data point is that Urban locations are more active in all categories so the majority of traffic and income will always come from urban locations.
2. From a driver perspective rural areas can end up being more lucrative because there is less competition and due to the nature of the location each individual ride is worth more.
3. Suburban drivers have the most balanced outlook as they can either depend on quantity of customers with shorter rides with the cities or longer rides that come from a more rural setting.