**TRENDS**

1.-Rural Cities tend to present a higher average of fare than Suburban and Urban cities, this could be explained by the presence of less drivers available in Rural Cities. Another feasible explanation could be the distance that Rural drivers has to drive, unfortunately we do not have information about the length of trips or its distance to discard these hypotheses.

2.- In context of Urban and Suburban Cities there are some Suburban cities where the average fare is the same as in Urban Cities even with the presence of more drivers available in Urban Cities, which means that presence of more competition is not the unique determinant of fares. In some cases, average fares could be increased to get more profits.

3.- The availability of drivers could be affecting the average fare in a more visible way in a Urban context. From 20 rides onward, in Urban Cities the average of fare does not pass of $30.