Pyber

1. As one would expect, there is a correlation between areas of higher population, a higher need for transportation, and a higher number of drivers. Urban areas most likely have the highest population between the three groups, so it makes sense that there would be an increase in need for transportation, and therefore an increase in the number of drivers. This is also seen on the other end of the spectrum, where less populous rural areas have fewer drivers. It might be interesting to compare rates of car ownership between these three regions.
2. Since the need for outside transportation is less in rural areas it makes sense that the cost per ride is higher than in urban region. The increased need for rides, leads to an increase in drivers, but also drives the cost for rides down. This may also have to do with length and time of the ride. Rural rides are most likely further from their destination and will take longer/cost more. It might be interesting to compare length of trips between these three regions.
3. Despite having significantly fewer drivers, the suburban region still counts for almost 1/3 of the income. This is likely due to the fact that they fall in the center. There are few enough that they can command a significantly higher price, which makes up for the lower number of drivers when looking at revenue totals.