**Report to Pyber Management**

1. Only 3% of our Pyber rides occur in rural areas, far fewer than those who drive in urban and suburban neighborhoods. The average rural fare is higher probably because the distances are greater. That would seem to suggest that rural operators earn more money although we would need to see a breakdown of costs before concluding that.

It is well known that those living in the countryside earn less, on average, than their urban and suburban counterparts. So why aren’t there more rural Pyber drivers? Perhaps fewer people own smartphones there, which are required to access the app. Some rustic folks probably haven’t yet heard of Pyber.

Futhermore a rural family outing may consist of taking the car out for a drive. Those families are less likely to employ an anonymous driver to get them somewhere quickly. One would expect, eventually, an increase in the number of rural Pyber-ers.

1. The flip side of the coin is the sheer number of urban dwellers driving for Pyber – fully 81% of all drivers. This fact stands despite the fact that urban drivers collect only 63% of total fares. They carry more passengers for shorter distances.

Surveys suggest that urbanites place a high value on flexibility in their job choice. Pyber offers them the freedom to choose their own work schedule.

1. Our suburban drivers fall somewhere in the middle. They earn less per ride than rural motorists but more than city operators. Likewise they host a larger number of rides than rural drivers, but fewer than urban drivers.