The majority of rides are in urban areas, followed by suburban, and then rural. But as the number of rides decrease into suburban and rural areas, the average fare increases. The cities with the highest average fares are in rural areas.

Rural areas are less consistent in terms of average fare per city than suburban and urban areas but more consistent in terms of the range of numbers of rides per city than urban or suburban areas.

The number of drivers positively correlates with the number of rides in an area.