

Zipcar Partner Reporting

Calendar Month is in the last 18 months Organization Key is university-of-illinois-at-urbana-champaign

Please Note: this data is considered proprietary and we ask that you don't share this publicly.

Account Activity

Please note: due to work that was done this year to improve Zipcar's core technology infrastructure, you may notice a few small changes: Net Accounts includes 'migrated accounts' so you may see a spike in this column for the months when we moved to our new platform. The data below is from our new platform only so you will see empty cells for before this migration started (summer 2021).

	Month	Total New Accounts	Total Reactivated Accounts	Net Accounts	End of Period Accounts	Attrition Rate
1	2023-04	7	3	-12	2,336	0.93%
2	2023-03	64	7	-30	2,348	4.12%
3	2023-02	53	3	-2	2,378	2.38%
4	2023-01	50	8	-14	2,380	2.94%
5	2022-12	35	9	-4	2,394	1.97%
6	2022-11	62	11	7	2,398	2.68%
7	2022-10	82	8	-53	2,391	5.64%
8	2022-09	91	12	10	2,444	3.67%
9	2022-08	143	20	59	2,434	4.10%
10	2022-07	73	3	7	2,375	2.82%
11	2022-06	58	2	-31	2,368	4.40%
12	2022-05	93	886	-1,157	2,399	47.34%
13	2022-04	83	0	64	3,556	0.86%
14	2022-03	94	0	183	3,492	1.13%
15	2022-02	59	0	365	3,309	0.72%
16	2022-01	85	1	37	2,944	1.70%
17	2021-12	55	0	55	2,907	0.27%
18	2021-11	71	2	46	2,852	0.94%

Reservations Activity

The data you see here is based on all usage of these vehicles, whether or not they are university related.

	Start Month	Total Fleet	Total Reservations	Total Hours	Total Miles	Total Reserving Members	Reservations per Reserving Member	Average Distance	Average Hours	Utilization
1	2023-04	6.0	106	625.5	3,756	88	1.20	42.67	5.90	44.1%
2	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	50.7%
3	2023-02	6.0	291	1,765	16,612	176	1.65	57.08	6.07	36.4%
4	2023-01	5.2	236	1,535	11,620	143	1.65	49.23	6.50	39.4%
5	2022-12	3.3	141	1,177	8,283	108	1.31	58.74	8.35	37.5%
6	2022-11	2.7	209	839	10,398	156	1.34	49.75	4.01	37.2%
7	2022-10	3.8	170	953.5	11,184	125	1.36	65.78	5.61	32.2%
8	2022-09	3.7	180	866.5	8,486	134	1.34	47.14	4.81	27.0%
9	2022-08	4.0	250	940	4,488	176	1.42	17.95	3.76	24.0%
10	2022-07	6.0	217	877.5	8,557	135	1.61	39.43	4.04	16.5%
11	2022-06	6.5	212	1,155.5	7,486	117	1.81	35.31	5.45	20.5%
12	2022-05	6.1	434	1,533.5	13,758	258	1.68	31.70	3.53	30.9%
13	2022-04	7.0	534	2,647	23,092	283	1.89	43.32	4.96	43.8%
14	2022-03	6.9	390	2,311	20,337	227	1.72	52.28	5.93	38.4%
15	2022-02	6.6	403	2,492	19,472	204	1.98	48.31	6.18	50.8%
16	2022-01	7.2	391	2,514	17,743	202	1.94	45.37	6.43	45.6%
17	2021-12	7.0	496	2,503	21,819	264	1.88	44.07	5.05	40.5%
18	2021-11	6.8	508	2,309	25,796	264	1.92	50.88	4.55	41.5%

Utilization by Location

Calendar Month	2023-04	2023-03	2023-02	2023-01	2022-12	2022-11	2022-10	2022-09	2022-08	2022-07	2022-06	2022-05	2022-04	2022-03	2022-02
1 UIUC: Pennsylvania / Florida Av - Residence Hall - PAR/FAR (University) ...	54.1%	57.2%	44.1%	28.5%	34.7%	32.3%	55.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2 UIUC: S Goodwin St / W Illinois St (University) ...	44.3%	50.5%	45.5%	42.5%	21.6%	45.8%	50.2%	16.2%	5.7%	48.9%	0.0%	0.0%	0.0%	0.0%	0.0%
3 UIUC: Bousfield Hall (University) ...	42.5%	45.7%	38.6%	68.4%	0.0%	0.0%	17.8%	36.4%	35.1%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%
4 UIUC: Illinois Street Residence Halls (University) ...	34.8%	43.6%	23.0%	39.9%	51.6%	0.0%	6.8%	26.8%	27.6%	38.5%	0.0%	0.0%	0.0%	0.0%	0.0%
5 UIUC: S Goodwin St / W Illinois St (University) (old) ...	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.3%	33.1%	48.2%	46.9%	17.8%	46.5%
6 UIUC: Bousfield Hall (University) (old) ...	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	11.8%	27.5%	42.5%	48.4%	55.0%
7 UIUC: Chemistry Annex - Parking Lot D2 (University) ...	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8 UIUC: Pennsylvania / Florida Av - Residence Hall - PAR/FAR (University) (old) ...	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	12.0%	20.1%	40.8%	49.6%	51.2%
9 UIUC: Illinois Street Residence Halls (University) (old) ...	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.4%	29.3%	34.8%	46.7%	27.1%	47.8%