

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

Total Accounts displays the total active accounts as of the end of month - it populates after the month has been completed so you will see 0 during the current month. Total Accounts Created includes both new accounts and reactivated accounts

	Month	Total Accounts	Total Accounts Created	Total Deactivated Accounts	Net Accounts	Attrition Rate
1	2023-08	0	11	119	-108	5.34%
2	2023-07	2,229	69	71	-2	3.19%
3	2023-06	2,229	51	70	-19	3.11%
4	2023-05	2,249	99	75	24	3.37%
5	2023-04	2,225	74	97	-23	4.31%
6	2023-03	2,248	84	87	-3	3.86%
7	2023-02	2,252	67	53	14	2.37%
8	2023-01	2,239	56	71	-15	3.15%
9	2022-12	2,252	46	44	2	1.96%
10	2022-11	2,250	82	57	25	2.54%
11	2022-10	2,240	99	125	-26	5.53%
12	2022-09	2,260	98	83	15	3.69%
13	2022-08	2,249	153	93	60	4.26%
14	2022-07	2,183	72	66	6	3.03%
15	2022-06	2,175	88	36	52	1.70%
16	2022-05	2,120	115	3	112	0.15%
17	2022-04	2,060	95	26	69	1.30%
18	2022-03	1,999	160	41	119	

### 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	2023-08	6.0	103	384	1,556	75	1.37	17.28	3.73	38.9%
2	2023-07	5.3	244	1,181.5	10,940	156	1.56	44.83	4.84	28.3%
3	2023-06	5.4	231	1,691.5	14,421	134	1.72	62.42	7.32	32.2%
4	2023-05	5.5	463	1,839	19,422	274	1.69	41.94	3.97	39.7%
5	2023-04	6.0	396	1,971.5	15,971	232	1.71	40.32	4.98	43.6%
6	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	50.6%
7	2023-02	6.0	291	1,765	16,612	176	1.65	57.08	6.07	36.3%
8	2023-01	5.2	236	1,535	11,620	143	1.65	49.23	6.50	39.1%
9	2022-12	3.3	141	1,177	8,283	108	1.31	58.74	8.35	36.7%
10	2022-11	2.7	209	839	10,398	156	1.34	49.75	4.01	36.6%
11	2022-10	3.8	170	953.5	11,184	125	1.36	65.78	5.61	32.0%
12	2022-09	3.7	180	866.5	8,486	134	1.34	47.14	4.81	27.0%
13	2022-08	4.0	250	940	4,488	176	1.42	17.95	3.76	23.9%
14	2022-07	6.0	217	877.5	8,557	135	1.61	39.43	4.04	16.3%
15	2022-06	6.5	212	1,155.5	7,486	117	1.81	35.31	5.45	20.5%
16	2022-05	6.1	434	1,533.5	13,758	258	1.68	31.70	3.53	30.8%
17	2022-04	7.0	534	2,647	23,092	283	1.89	43.32	4.96	43.8%
18	2022-03	6.9	390	2,311	20,337	227	1.72	52.28	5.93	38.4%

### Utilization by Location

	Calendar Month	2023-08	2023-07	2023-06	2023-05	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
	Location Name	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization
1	UIUC: Bou...	56.4%	26.2%	22.1%	30.3%	41.4%	45.7%	38.6%	68.4%	0	0	17.8%	36.4%	35.1%	5.9%	0	0	0	0
2	UIUC: Pen...	37.4%	21.4%	46.5%	45.5%	53.1%	57.1%	44.1%	28.5%	34.1%	32.3%	55.9%	0	0.0%	0.0%	0	0	0	0
3	UIUC: S G...	36.8%	38.1%	29.1%	42.3%	40.5%	50.5%	45.5%	42.5%	20.9%	44.2%	49.0%	16.2%	5.3%	44.8%	0	0	0	0
4	UIUC: Illin...	32.8%	33.1%	21.4%	38.7%	37.0%	43.3%	22.6%	39.1%	50.5%	0	6.8%	26.8%	27.6%	38.5%	0	0	0	0
5	UIUC: S G...	0	0	0	0	0	0	0	0	0	0	0	0	0	24.7%	33.1%	48.2%	46.9%	17.8%
6	UIUC: Bou...	0	0	0	0	0	0	0	0	0	0	0	0	0	23.7%	11.8%	27.5%	42.5%	48.4%
7	UIUC: Che...	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	UIUC: Pen...	0	0	0	0	0	0	0	0	0	0	0	0	0	2.2%	12.0%	20.1%	40.7%	49.6%
9	UIUC: Illin...	0	0	0	0	0	0	0	0	0	0	0	0	0	20.4%	29.3%	34.8%	46.7%	27.1%