

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	2023-09	0	24	95	-71	4.32%
2	2023-08	2,200	120	156	-36	7.00%
3	2023-07	2,229	69	72	-3	3.23%
4	2023-06	2,229	52	72	-20	3.20%
5	2023-05	2,248	99	76	23	3.42%
6	2023-04	2,223	74	98	-24	4.36%
7	2023-03	2,246	84	88	-4	3.91%
8	2023-02	2,250	67	54	13	2.41%
9	2023-01	2,237	56	73	-17	3.24%
10	2022-12	2,251	46	46	0	2.05%
11	2022-11	2,249	83	58	25	2.59%
12	2022-10	2,238	99	127	-28	5.62%
13	2022-09	2,258	98	83	15	3.69%
14	2022-08	2,247	153	93	60	4.27%
15	2022-07	2,180	72	67	5	3.08%
16	2022-06	2,173	89	36	53	1.70%
17	2022-05	2,117	114	3	111	0.15%
18	2022-04	2,058	95	26	69	

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	2023-09	6.0	106	694.5	4,728	87	1.22	52.53	6.55	26.6%
2	2023-08	5.6	357	1,465	11,159	233	1.53	31.25	4.10	34.2%
3	2023-07	5.3	244	1,181.5	10,940	156	1.56	44.83	4.84	28.2%
4	2023-06	5.4	231	1,691.5	14,421	134	1.72	62.42	7.32	32.1%
5	2023-05	5.5	463	1,839	19,422	274	1.69	41.94	3.97	39.6%
6	2023-04	6.0	396	1,971.5	15,971	232	1.71	40.32	4.98	43.4%
7	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	50.5%
8	2023-02	6.0	291	1,765	16,612	176	1.65	57.08	6.07	36.2%
9	2023-01	5.2	236	1,535	11,620	143	1.65	49.23	6.50	39.1%
10	2022-12	3.3	141	1,177	8,283	108	1.31	58.74	8.35	36.7%
11	2022-11	2.7	209	839	10,398	156	1.34	49.75	4.01	36.6%
12	2022-10	3.8	170	953.5	11,184	125	1.36	65.78	5.61	32.0%
13	2022-09	3.7	180	866.5	8,486	134	1.34	47.14	4.81	27.0%
14	2022-08	4.0	250	940	4,488	176	1.42	17.95	3.76	23.9%
15	2022-07	6.0	217	877.5	8,557	135	1.61	39.43	4.04	16.3%
16	2022-06	6.5	212	1,155.5	7,486	117	1.81	35.31	5.45	20.5%
17	2022-05	6.1	434	1,533.5	13,758	258	1.68	31.70	3.53	30.8%
18	2022-04	7.0	534	2,647	23,092	283	1.89	43.32	4.96	43.8%

Utilization by Location

	Calendar Month	2023-09	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
	Location Name	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization
1	UIUC: Illin...	34.4%	33.8%	33.1%	21.4%	38.7%	37.0%	43.3%	22.6%	39.1%	50.5%	∅	6.8%	26.8%	27.6%	38.5%	∅	∅	∅
2	UIUC: Pen...	33.8%	32.2%	21.4%	46.5%	45.5%	53.1%	57.1%	44.1%	28.5%	34.1%	32.3%	55.9%	∅	0.0%	0.0%	∅	∅	∅
3	UIUC: S G...	16.2%	31.8%	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%	∅	∅	∅
4	UIUC: Bou...	7.4%	41.4%	25.5%	21.5%	29.6%	39.9%	45.1%	37.9%	68.1%	∅	∅	17.8%	36.4%	35.1%	5.9%	∅	∅	∅
5	UIUC: S G...	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	24.7%	33.1%	48.2%	46.9%
6	UIUC: Bou...	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	23.7%	11.8%	27.5%	42.5%
7	UIUC: Che...	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅
8	UIUC: Pen...	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	2.2%	12.0%	20.1%	40.7%
9	UIUC: Illin...	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	20.4%	29.3%	34.8%	46.7%