Zipcar Partner Reporting

Calendar Month is in the last 13 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 2023-12	0	7	35	-28	1.66%						
2 2023-11	2,114	52	79	-27	3.68%						
3 2023-10	2,146	75	93	-18	4.28%						
4 2023-09	2,173	105	128	-23	5.82%						
5 2023-08	2,201	120	154	-34	6.91%						
6 2023-07	2,229	69	71	-2	3.19%						
7 2023-06	2,229	52	71	-19	3.16%						
8 2023-05	2,248	99	76	23	3.42%						
9 2023-04	2,224	74	95	-21	4.23%						
10 2023-03	2,245	85	88	-3	3.91%						
11 2023-02	2,249	67	53	14	2.37%						
12 2023-01	2,236	56	71	-15	3.16%						
13 2022-12	2,248	46	46	0	Ø						

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	otal Fleet Total Reservations Total Hours		Total Miles	Total Reserving Members	Reservations per Reserving Member	Average Distance	Average Hours	Utilization		
1	2023-12	5.0	50	283.5	1,109	44	1.14	30.80	5.67	14.9%		
2	2023-11	5.6	232	1,708	17,996	161	1.44	77.57	7.36	38.4%		
3	2023-10	6.0	294	1,822.5	20,369	194	1.52	69.28	6.20	37.3%		
4	2023-09	6.0	336	1,547	16,937	222	1.51	50.40	4.60	29.5%		
5	2023-08	5.6	357	1,465	11,159	233	1.53	31.25	4.10	33.9%		
6	2023-07	5.3	244	1,181.5	10,940	156	1.56	44.83	4.84	28.1%		
7	2023-06	5.4	231	1,691.5	14,421	134	1.72	62.42	7.32	32.0%		
8	2023-05	5.5	463	1,839	19,422	274	1.69	41.94	3.97	39.3%		
9	2023-04	6.0	396	1,971.5	15,971	232	1.71	40.32	4.98	43.1%		
10	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	50.1%		
11	2023-02	6.0	291	1,765	16,612	176	1.65	57.08	6.07	35.9%		
12	2023-01	5.2	236	1,535	11,620	143	1.65	49.23	6.50	38.9%		
13	2022-12	3.3	141	1,177	8,283	108	1.31	58.74	8.35	36.7%		

Utilization by Location													
Calendar Month <	2023-12	2023-11	2023-10	2023-09	2023-08	2023-07	2023-06	2023-05	2023-04	2023-03	2023-02	2023-01	2022-12
Location Name	Utilization												
1 UIUC: Illinois Street Residence Halls (University)	21.0%	40.5%	40.3%	34.6%	33.8%	33.1%	21.4%	38.7%	37.0%	43.3%	22.6%	39.1%	50.5%
2 UIUC: Pennsylvania / Florida Av - Residence Hall - PAR/FAR (Univ	ers 15.4%	41.1%	35.6%	25.0%	31.4%	21.2%	46.3%	44.5%	52.4%	56.2%	43.2%	28.1%	34.1%
3 UIUC: S Goodwin St / W Illinois St (University)	13.1%	27.8%	26.4%	26.5%	31.8%	38.1%	29.1%	42.3%	40.5%	50.5%	45.5%	42.5%	20.9%
4 UIUC: Bousfield Hall (University)	5.6%	38.8%	45.8%	31.5%	41.4%	25.5%	21.5%	29.6%	39.9%	45.1%	37.9%	68.1%	Ø