Zipcar Partner Reporting

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	2023-06	0	12	41	-29	1.82%
2	2023-05	2,252	99	73	26	3.28%
3	2023-04	2,227	74	95	-21	4.22%
4	2023-03	2,250	84	86	-2	3.81%
5	2023-02	2,255	67	48	19	2.14%
6	2023-01	2,239	53	68	-15	3.02%
7	2022-12	2,254	46	42	4	1.87%
8	2022-11	2,251	82	54	28	2.41%
9	2022-10	2,240	99	125	-26	5.53%
10	2022-09	2,261	98	81	17	3.60%
11	2022-08	2,251	152	92	60	4.21%
12	2022-07	2,187	72	63	9	2.89%
13	2022-06	2,179	86	33	53	1.55%
14	2022-05	2,125	114	0	114	0.00%
15	2022-04	2,065	92	24	68	1.20%
16	2022-03	2,004	148	39	109	2.05%
17	2022-02	1,899	205	24	181	1.40%
18	2022-01	1,719	79	46	33	∅

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	2023-06	6.0	76	545.5	3,267	57	1.33	48.04	7.18	33.5%
2	2023-05	5.5	463	1,839	19,422	274	1.69	41.94	3.97	40.0%
3	2023-04	6.0	396	1,971.5	15,971	232	1.71	40.32	4.98	43.8%
4	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	50.7%
5	2023-02	6.0	291	1,765	16,612	176	1.65	57.08	6.07	36.3%
6	2023-01	5.2	236	1,535	11,620	143	1.65	49.23	6.50	39.1%
7	2022-12	3.3	141	1,177	8,283	108	1.31	58.74	8.35	36.9%
8	2022-11	2.7	209	839	10,398	156	1.34	49.75	4.01	36.6%
9	2022-10	3.8	170	953.5	11,184	125	1.36	65.78	5.61	32.0%
10	2022-09	3.7	180	866.5	8,486	134	1.34	47.14	4.81	27.0%
11	2022-08	4.0	250	940	4,488	176	1.42	17.95	3.76	24.0%
12	2022-07	6.0	217	877.5	8,557	135	1.61	39.43	4.04	16.4%
13	2022-06	6.5	212	1,155.5	7,486	117	1.81	35.31	5.45	20.5%
14	2022-05	6.1	434	1,533.5	13,758	258	1.68	31.70	3.53	30.8%
15	2022-04	7.0	534	2,647	23,092	283	1.89	43.32	4.96	43.8%
16	2022-03	6.9	390	2,311	20,337	227	1.72	52.28	5.93	38.4%
17	2022-02	6.6	403	2,492	19,472	204	1.98	48.31	6.18	50.6%
18	2022-01	7.2	391	2,514	17,743	202	1.94	45.37	6.43	45.4%

Utilization by Location

	Calendar Month ‹	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	2022-02	2022-01
	Location Name	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization
1	UIUC: Pennsylvania / Florida Av …	51.0%	45.5%	53.1%	57.1%	44.1%	28.5%	34.7%	32.3%	55.9%	∅	0.0%	0.0%	∅	∅	∅	∅	∅	∅
2	UIUC: Bousfield Hall (University)…	34.3%	30.3%	41.4%	45.7%	38.6%	68.4%	∅	∅	17.8%	36.4%	35.1%	5.9%	∅	∅	∅	∅	∅	∅
3	UIUC: S Goodwin St / W Illinois S…	27.7%	42.3%	40.5%	50.5%	45.5%	42.5%	20.9%	44.2%	49.0%	16.2%	5.7%	48.9%	∅	∅	∅	∅	∅	∅
4	UIUC: Illinois Street Residence H…	18.6%	39.4%	37.4%	43.6%	22.6%	39.1%	50.5%	∅	6.8%	26.8%	27.6%	38.5%	∅	∅	∅	∅	∅	∅
5	UIUC: S Goodwin St / W Illinois S…	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	25.3%	33.1%	48.2%	46.9%	17.8%	46.5%	38.3%
6	UIUC: Bousfield Hall (University) …	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	23.7%	11.8%	27.5%	42.5%	48.4%	55.0%	49.5%	
7	UIUC: Chemistry Annex - Parking…	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	2.2%	12.0%	20.1%	40.7%	49.6%	50.3%	56.1%
8	UIUC: Pennsylvania / Florida Av …	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	20.4%	29.3%	34.8%	46.7%	27.1%	47.8%	35.1%
9	UIUC: Illinois Street Residence H…	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	∅	20.4%	29.3%	34.8%	46.7%	27.1%	47.8%	35.1%