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	2023-11	0	10	48	-38	2.24%
2	2023-10	2,145	75	94	-19	4.33%
3	2023-09	2,172	105	129	-24	5.86%
4	2023-08	2,200	120	156	-36	7.00%
5	2023-07	2,229	69	72	-3	3.23%
6	2023-06	2,229	52	72	-20	3.20%
7	2023-05	2,248	99	77	22	3.46%
8	2023-04	2,224	74	97	-23	4.32%
9	2023-03	2,246	85	89	-4	3.96%
10	2023-02	2,250	67	54	13	2.41%
11	2023-01	2,237	56	72	-16	3.20%
12	2022-12	2,249	46	47	-1	2.09%
13	2022-11	2,248	83	56	27	∅

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	2023-11	6.0	86	847.5	3,677	73	1.18	53.29	9.85	31.6%
2	2023-10	6.0	294	1,822.5	20,369	194	1.52	69.28	6.20	37.3%
3	2023-09	6.0	336	1,547	16,937	222	1.51	50.40	4.60	29.5%
4	2023-08	5.6	357	1,465	11,159	233	1.53	31.25	4.10	33.9%
5	2023-07	5.3	244	1,181.5	10,940	156	1.56	44.83	4.84	28.1%
6	2023-06	5.4	231	1,691.5	14,421	134	1.72	62.42	7.32	32.0%
7	2023-05	5.5	463	1,839	19,422	274	1.69	41.94	3.97	39.3%
8	2023-04	6.0	396	1,971.5	15,971	232	1.71	40.32	4.98	43.1%
9	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	50.1%
10	2023-02	6.0	291	1,765	16,612	176	1.65	57.08	6.07	36.0%
11	2023-01	5.2	236	1,535	11,620	143	1.65	49.23	6.50	39.0%
12	2022-12	3.3	141	1,177	8,283	108	1.31	58.74	8.35	36.7%
13	2022-11	2.7	209	839	10,398	156	1.34	49.75	4.01	36.6%

Utilization by Location

	Calendar Month ‹	2023-11	2023-10	2023-09	2023-08	2023-07	2023-06	2023-05	2023-04	2023-03	2023-02	2023-01	2022-12	2022-11
	Location Name	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization	Utilization
1	UIUC: Pennsylvania / Florida Av - Residence Hall - PAR/FAR (Univers…	35.5%	35.6%	25.0%	31.4%	21.2%	46.3%	44.5%	52.4%	56.2%	43.6%	28.4%	34.1%	32.3%
2	UIUC: S Goodwin St / W Illinois St (University) …	30.3%	26.4%	26.5%	31.8%	38.1%	29.1%	42.3%	40.5%	50.5%	45.5%	42.5%	20.9%	44.2%
3	UIUC: Illinois Street Residence Halls (University) …	30.1%	40.3%	34.6%	33.8%	33.1%	21.4%	38.7%	37.0%	43.3%	22.6%	39.1%	50.5%	∅
4	UIUC: Bousfield Hall (University) …	28.4%	45.8%	31.5%	41.4%	25.5%	21.5%	29.6%	39.9%	45.1%	37.9%	68.1%	∅	∅