

# ATM withdrawals in KZN post record rise

THE spending patterns of KZN consumers appear to have remained largely robust following a slow start to the year.

Local retailers will be heartened by the fact that the latest average ATM withdrawal statistics as measured by Spark ATM Systems in its Spark Cash Index (SCI) showed a record 7,55% year-on-year increase in KZN in June 2012.

The month-on-month increase of 2,34% in June 2012 cemented an emerging trend of an Easter-led revival in consumer spending in the province.

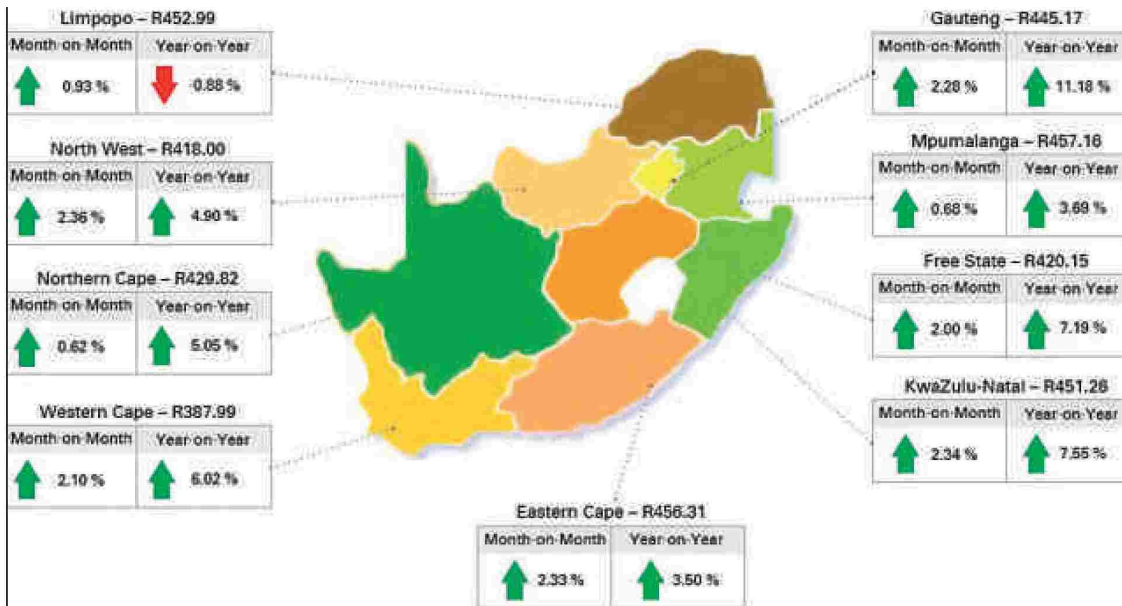
The average figure was R451,26 per transaction in KZN last month.

Nationally, a year-on-year growth rate of 6,77% was recorded in cash withdrawal activity last month — the largest year-on-year growth rate for 2012 to date.

The national average figure in June 2012 was R437,71 per transaction.

Spark ATM Systems MD Marc Sternberg said growth was recorded at all sites — including the wholesale, retail, petrol, farming and hospitality sectors.

“These increases are in line with the start of the mid-year school holiday season that kicked off towards the end of June, when parents typically



**GRAPHIC: SUPPLIED**  
Average ATM withdrawals increased across the country in June 2012. Nationally, a year-on-year growth rate of 6,77% was recorded in cash withdrawal activity last month – the largest year-on-year growth rate for 2012 to date.

take their children away for holiday trips. This is traditionally followed by increased spending on food, petrol

and other holiday activities,” explained Sternberg.

The SCI measures the average val-

ue of cash withdrawals across more than 1 500 Spark ATMs in South Africa. — Business Editor.