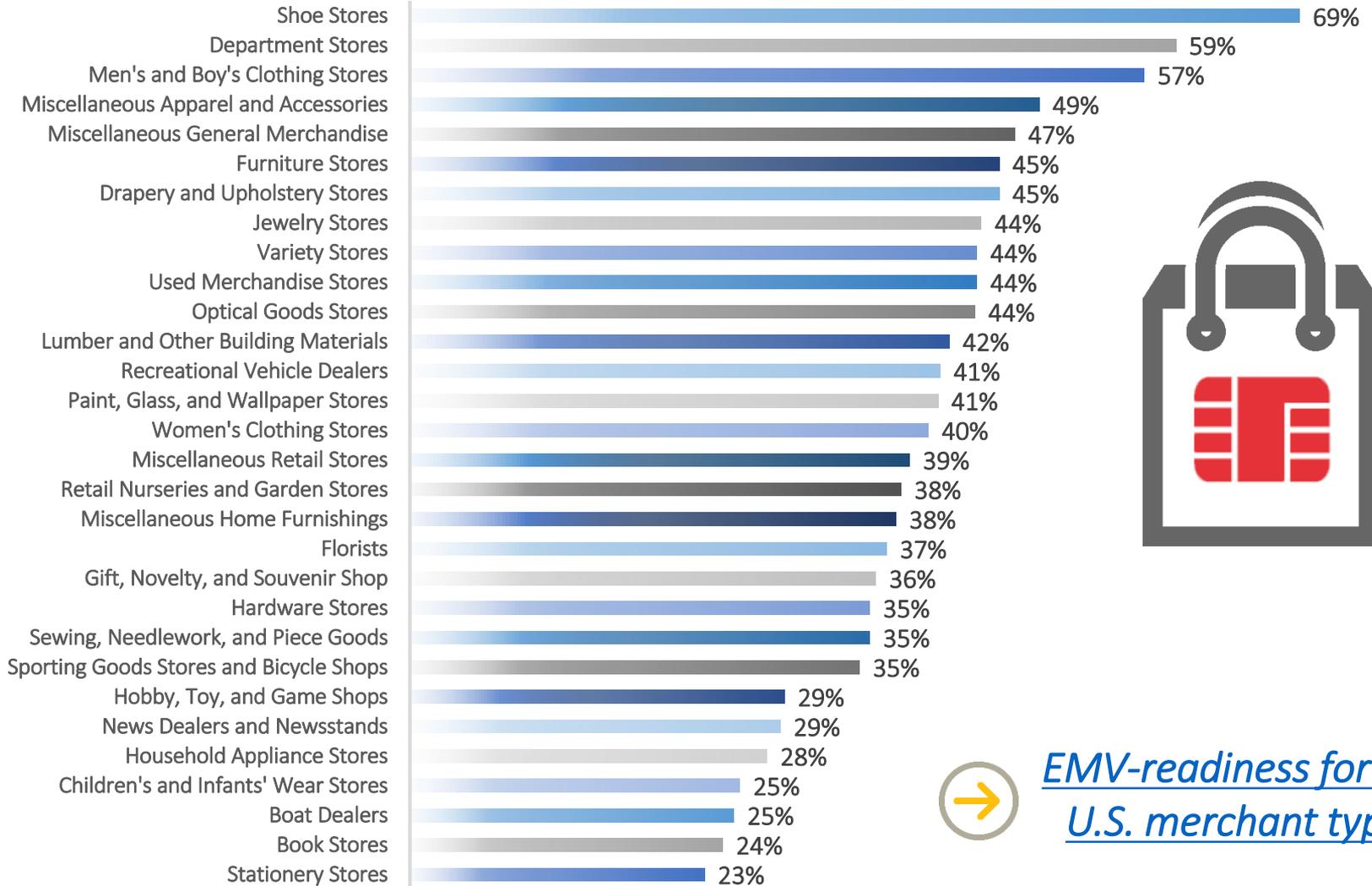


# Which Types of Retail Merchants Are EMV-Ready?

The Strawhecker Group (TSG) sampled current credit and debit card-accepting **retail** merchants in the U.S. market in order to see which types of stores are ready to take chip cards. The chart below shows the percentage of merchants that have EMV-ready hardware installed.

Retail Merchants



[EMV-readiness for all U.S. merchant types](#)

TSG's sample included a minimum of 75 credit/debit card-accepting merchants per retail category. This is not intended to be scientific, but directional in nature.

