

This Retailing Giant May Be the Christian-Friendliest of All

This fall, American Family Association's new Corporate Religious Liberty Index will educate the country about which companies honor religious liberty—and those that don't.

One of the first companies to complete the seven-question survey from AFA is Wal-Mart, which scored a perfect 100, with its answers demonstrating that the corporation respects and values religious freedoms.

AFA's new campaign, called the Corporate Religious Liberty Index (CRLI), is a short, simple questionnaire that seeks to gauge the importance of religious liberty for the nation's major companies. The index is in direct response to the growing threats against religious liberty in the U.S.

"We're thankful to Wal-Mart for taking the lead for American Family Association's Corporate Religious Liberty Index," said AFA President Tim Wildmon. "We know that Wal-Mart values families, and its commitment to religious freedom is evident in its actions and in the answers provided in the CRLI survey. AFA hopes that Wal-Mart will set the pace for other companies to weigh in on how they also value religious freedom, especially as religious liberties are being taken away daily across our nation."

The survey includes seven questions that deal with corporate policies and practices. As companies take the survey, the answers will be scored, compiled and assigned an "index number" that will indicate whether or not companies are favorable, indifferent or antagonistic to religious liberty. The index number will fall on a scale of 0 to 100, with 100 indicating full support for religious freedom.

AFA will release results of additional company surveys in the coming weeks, especially as consumers get ready for the busy Christmas shopping season and align themselves with businesses that honor their values. A yearly report will also be generated and released each September.