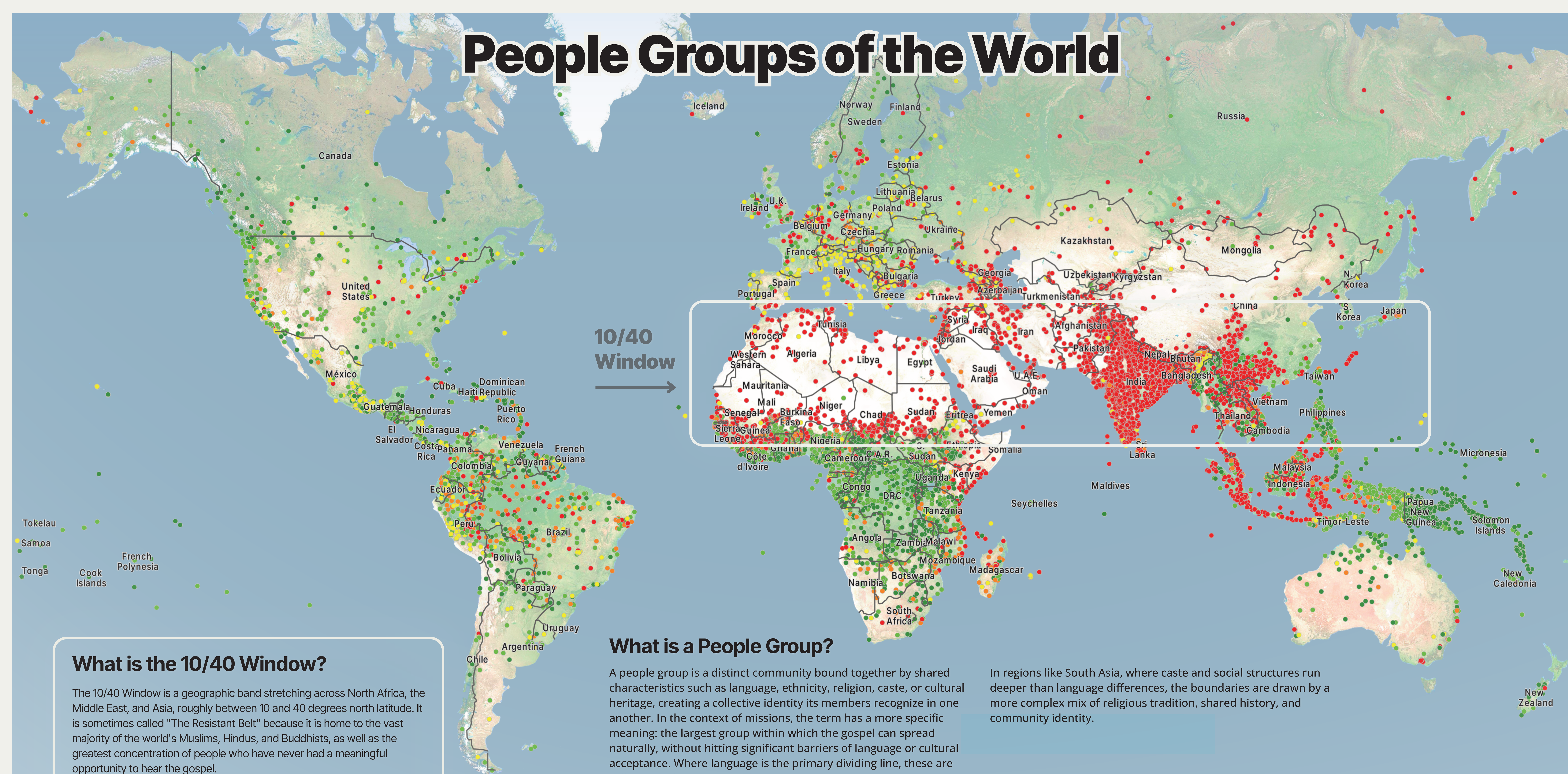


People Groups of the World



10/40 Window



What is the 10/40 Window?

The 10/40 Window is a geographic band stretching across North Africa, the Middle East, and Asia, roughly between 10 and 40 degrees north latitude. It is sometimes called "The Resistant Belt" because it is home to the vast majority of the world's Muslims, Hindus, and Buddhists, as well as the greatest concentration of people who have never had a meaningful opportunity to hear the gospel.

Around 5.44 billion people in 8,580 distinct people groups live within this region. Of those, nearly 5,911 people groups, or about 69%, are considered unreached, with a combined population of 3.47 billion. That means roughly 64% of everyone living in the 10/40 Window belongs to an unreached people group with little or no access to a local church or the resources needed to spread the gospel on their own.

What is a People Group?

A people group is a distinct community bound together by shared characteristics such as language, ethnicity, religion, caste, or cultural heritage, creating a collective identity its members recognize in one another. In the context of missions, the term has a more specific meaning: the largest group within which the gospel can spread naturally, without hitting significant barriers of language or cultural acceptance. Where language is the primary dividing line, these are called ethnolinguistic people groups.

In regions like South Asia, where caste and social structures run deeper than language differences, the boundaries are drawn by a more complex mix of religious tradition, shared history, and community identity.

After this I looked, and there before me was a great multitude that no one could count, from every nation, tribe, people and language, standing before the throne and before the Lamb.
Revelation 7:9 NIV

Progress Level	Description	Criteria	% of World Pop.
1	Unreached (All) Few evangelicals and little, if any, history of Christianity.	Evangelicals > 0.1% and <= 2% Professing Christians > 0.1% and <= 5%	43%
1a	Frontier (subset of Unreached) Fewer than 1 in 1,000 identify as any kind of Christian.	Evangelicals <= 0.1% Professing Christians <= 0.1%	24% <i>(Incl. in the % above)</i>
2	Minimally reached Few evangelicals, but a great number identify as Christians.	Evangelicals <= 2% Professing Christians > 5% and <= 50%	3%
3	Superficially reached Few evangelicals, but many identify as Christians. In great need of spiritual renewal and commitment to biblical faith.	Evangelicals <= 2% Professing Christians > 50%	7%
4	Partially reached Evangelicals have a modest to moderate presence.	Evangelicals > 2% and <= 10%	24%
5	Significantly reached Evangelicals have a significant presence.	Evangelicals > 10%	23%

