

The 10/40 Window

By Steve Combs

The 10/40 window is an imaginary Box drawn from 10 degrees north latitude and from west of Africa to east of Asia. Within this area of the world over 90% of the unreached people groups reside. However, I prefer to draw the line from 10 degrees south latitude to 10 degrees north latitude. Doing this includes all of Indonesia and Papua New Guinea where there are also many unreached people groups. It also includes a number of areas in Africa that would otherwise be excluded.

The core of the unreached people of our world live in the 10/40 Window. This region of the world has become known as the 10/40 Window. Incredibly, 97% of the people in the least evangelized countries live in the 10/40 Window. The religions of this area are made up of Muslim, Hindu, Buddhist, Shinto, Folk Religions, and Atheism. Projected populations by A.D. 2000: 1.1 billion Muslims; 1.0 billion Hindus; and 600 million Buddhists.

“This is also the poorest region in the world. Eighty-two percent of the poorest of the poor live in the 10/40 Window. Over 2.4 billion people, 40% of the world’s population, live on less than \$1.40 per day in the 10/40 Window.” (International Gospel Mission, http://www.thinkwow.com/surgeup/1040_window.htm, Oct. 2006)

There are several reasons for the mission world to bring particular attention on the 10/40 window. First, it helps to focus prayer. Since the vast majority of unreached peoples are there we know what fields are the most needy. Second, it tells us *where* these unreached are. This helps with mission strategy. And, third, it tells us their religious background (in general). These folks are mostly Hindu, Buddhist, Moslem, and Animist. This helps with mission preparation.

“The 10/40 Window confronts us with several important considerations: *first*, the historical and biblical significance; *second*, the least evangelized countries; *third*, the dominance of three religious blocs;

fourth, the preponderance of the poor; *fifth*, the unreached ethno-linguistic people groups; *sixth*, the least evangelized mega cities; and, *seventh*, the strongholds of Satan within The 10/40 Window.” (Luis Bush, “Getting to the Core of the Core”, http://www.thinkwow.com/surgeup/getting_to_the_core_of_the_core.htm)

The 10/40 Window does not have all the unreached people groups of the world, just most of them. The Americas have many also.