

Who Needs to Hear?

The 10/40 Window—spanning from North Africa to the eastern edge of Asia—is the least evangelized part of the world. In this needy region:

- **1.1 billion people have little chance to hear the gospel unless someone goes there to tell them.**
- **500 people groups have never heard the good news—numbering hundreds of millions of people.**
- **Between 800 million and 1.3 billion people have never had a single opportunity to respond to the gospel.**
- **86 percent of all people groups live in the 10/40 Window—less than 2 percent of whom are Christian.**
- **More than 80 percent of the world's poorest people live in the 10/40 Window.**

SOURCES: Barrett and Johnson, *A.D. 2000 Monitor*, January 1994; Barrett and Johnson, *Our Globe, 1990*. Quoted in *The New Context of World Mission*, by Bryant L. Myers, © 1996 MABC.