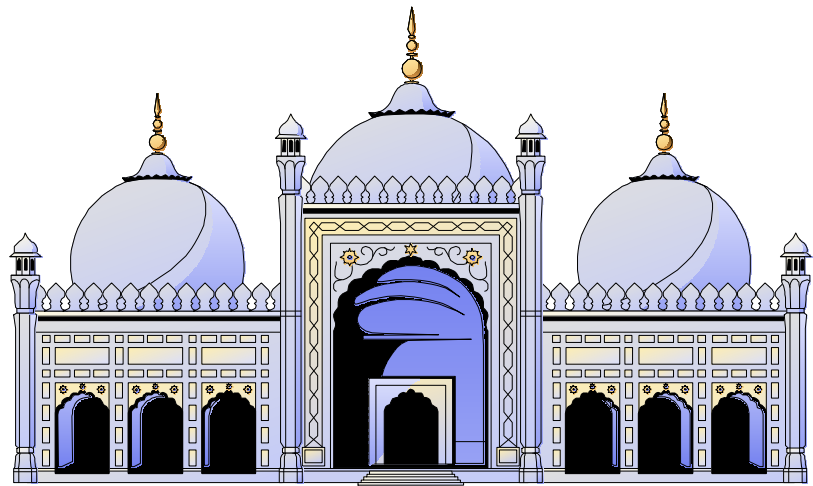


What Is The 10/40 Window?

Most of the unreached people of our world live in a rectangular-shaped window! It is a belt that extends from West Africa across Asia, between the 10th and 40th latitudes north. This window is called "the 10/40 Window." We need to pray for the people in the 10/40 window for these reasons:

1. *Unevangelized Peoples*

The 10/40 Window covers only one-third of the earth's total land area, however, almost two-thirds of the people in the world live in that area. The 10/40 Window includes 64 countries. 97 percent of the 3 billion people who live in the 55 most unevangelized countries live in the 10/40 Window. Only 8 percent of the foreign missionary force works among these people.



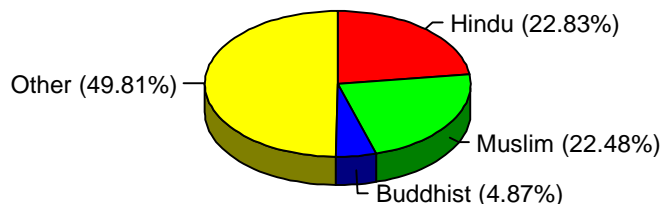
2. *The Heart of Islam*

The 10/40 Window is the heart of Islam. North Africa and the Middle East represent the core of the Islamic religion. Adherents to the Islamic religion are growing, as is suggested by the increased numbers pilgrimaging to Mecca. Yet at the same time, it is reported that many Muslims having studied the Koran in great depth have discovered in the process that the highest prophet described in the Koran is Jesus Christ and not Muhammad.

3. *Three Religious Blocks*

Three main religious blocks are located within the 10/40 Window.

Major Religions
in the 10/40 Window



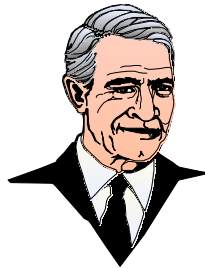
4. *The Poor*

More than 8 out of 10 of the poorest of the poor live in the 10/40 Window. The majority of the unreached live in the poorest countries of the world. 99 percent of the least evangelized poor 2.3 billion people live in the 10/40 Window. There is a remarkable overlap between the 50 poorest countries of the world and the least evangelized countries of the world.

5. *Quality of Life*

One way of measuring the quality of life has been to combine three variables:

life expectancy (average length of life)



infant mortality (rate of babies dying)



literacy (what percent can read adequately)



About 47 percent of the people in the 10/40 Window have the lowest quality of life in the world.