



# Joshua Project 2024 Survey and Next Steps

---

*Joshua Project Executive Team | October 29, 2024*

---

## Executive Summary

**Purpose:** Our survey gathered critical insights from stakeholders to guide the Joshua Project into its next phase of growth and impact. The data collected will inform strategic decision-making and ensure alignment with the organization's mission to see God glorified through an abundance of Christ followers within every people group.

**Target Audience:** The survey targeted a diverse range of stakeholders, including:

Partner organizations, missionaries, researchers, donors, and individuals interested in unreached people groups

**Key Areas of Inquiry:** The survey explored the following key areas:

- **Impact Assessment:** Evaluating the effectiveness of current Joshua Project initiatives.
- **Future Priorities:** Identifying emerging trends, challenges, and opportunities in the field of missions and determining how the Joshua Project can best address them.
- **Strategic Direction:** Gathering input on potential new strategies, programs, and partnerships to enhance our reach and impact.
- **Resource Allocation:** Assessing stakeholder preferences for resources.

**Expected Outcomes:** The survey results will be used to:

- Inform a comprehensive strategic plan for the Joshua Project's next phase.
- Refine existing programs and initiatives to maximize impact.
- Identify and pursue new opportunities for growth and collaboration.
- Enhance organizational effectiveness and resource allocation.
- Strengthen communication and engagement with stakeholders.

**Survey Methodology:** The survey was conducted online and utilized a mix of quantitative and qualitative questions to gather comprehensive data.

**Timeline:** The survey was launched in mid-March 2024 and remained open for 20 weeks.

## Background/Problems

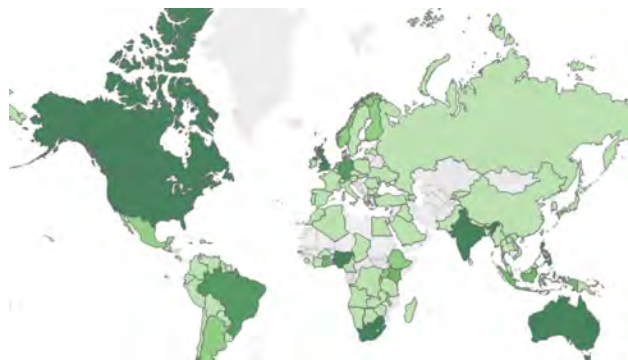
3,013 people (after removing 50 people who weren't legitimate) took the survey, which sought to identify:

1. Joshua Project's audience cohorts
2. how those cohorts currently engage with Joshua Project

### 3. what those cohorts need from Joshua Project.

Important to our research was the demographic and geographic makeup of our audience. It was crucial for us to identify which populations are under-served and what constituents need but are not receiving from us. The survey was created using Microsoft Forms and used a branched approach: Once general questions were posed, audiences were surveyed according to their particular interests and needs.

The survey was promoted to e-mail audiences, primarily those who subscribe to Unreached of the Day. This undoubtedly skewed the data because the majority of respondents came from this segment. The survey was also promoted on the Joshua Project website, through social media, and through distribution lists of other mission organization networks around the world. Around 50 anomalous entries were removed. Qualitative answers were categorized and quantified for further analysis.

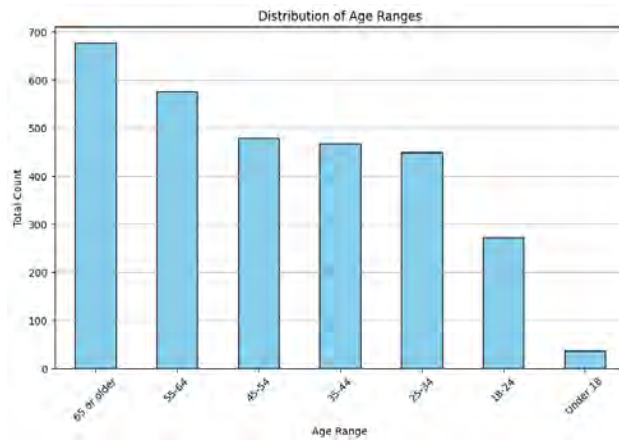


---

*Survey response came from around the world. Because the survey was in English and promoted through English language channels, the United States was over-represented. Still, the global distribution gave us diverse input.*

---

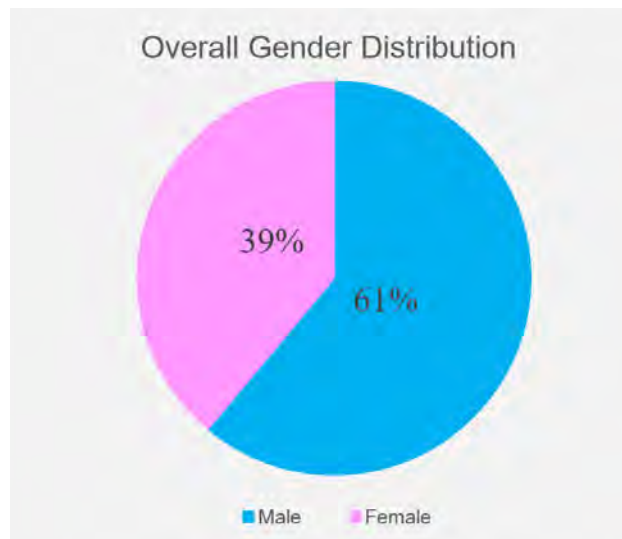




---

*We'd like to see this range of ages be shaped more like a bell. While we did have some solid showing in some of the younger ranges, we need to do better with our appeal to younger generations.*

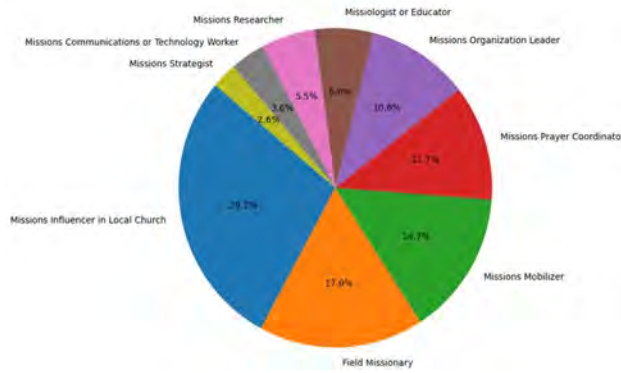
---



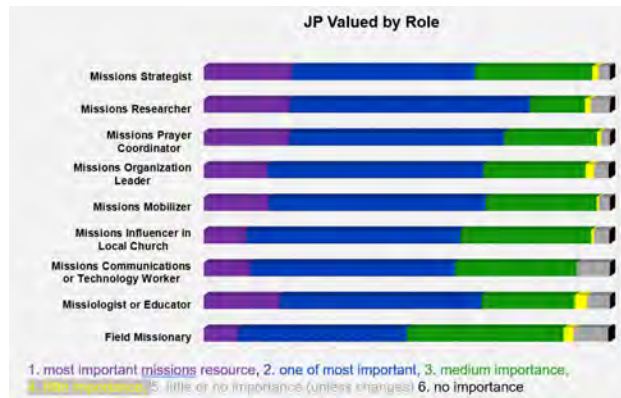
---

*We're surprised to see that so many of respondents showed up as male. A disclaimer: we did not ask a gender question, so this insight was arrived at with the help of AI.*

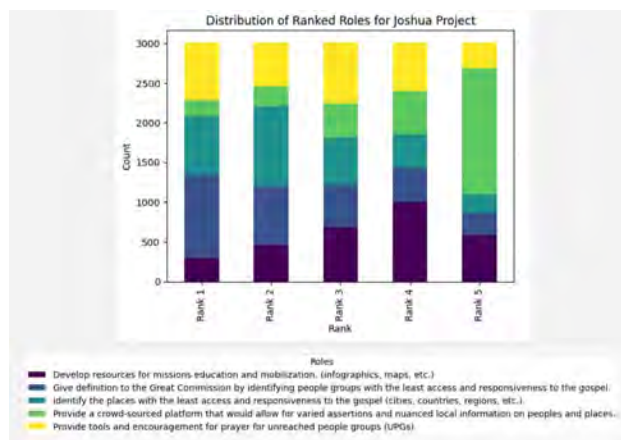
---



*Distribution of respondents by role did not deliver many surprises. Our target audiences showed up in the top segments.*



*Joshua Project is valued as "one of the most important" missions resources respondents use across all mission roles. The question asked was, "For my role in missions, Joshua Project is:"*



---

*Respondents were asked to rank the role Joshua Project should play in world missions.*

*The order of importance was:*

---

- 1. identify unreached people groups*
  - 2. identify places of least access and response*
  - 3. prayer tools*
  - 4. mobilization tools*
  - 5. crowdsourcing about peoples and places*
- 

**WHAT SHOULD JOSHUA PROJECT WORK TO IMPROVE?**

	Accuracy of number of Evangelicals	Accuracy of people group identities	Addition of places such as cities	Quality of digital resources
Missions Influencer in Local Church	3			4
Field Missionary	1	3	2	4
Missions Mobilizer	1	2		4
Missions Organization Leader	1	2	3	4
Missions Prayer Coordinator	1		2	4
Missions Researcher	1	2		
Missionologist or Educator	1	1		3
Missions Communications / Tech Worker	2	1		5
Missions Strategist	2	1		3

---

*Asked what we should improve, the clear winners were in the area of accuracy. Accuracy regarding the number of Evangelicals and regarding people group identities. Joshua Project will be integrating an exponential increase of data into our database in the coming years as we more proactively seek updates and integrate data from mission orgs and field software.*

*Field missionaries, org leaders, and prayer leaders included "information on places such as cities, to show where people groups are living" among their top choices. Their answer reflects the key role cities play in missions strategy and prayer and the need for information on people groups in cities which changes more rapidly than in rural areas. Joshua Project has only mentioned cities in profiles and maps in the past but we will need to incorporate information on unreached people groups in cities in the coming years. Both internal migration into cities, as well dispersion into other countries, are key factors in accelerating the flow of the gospel to all peoples.*

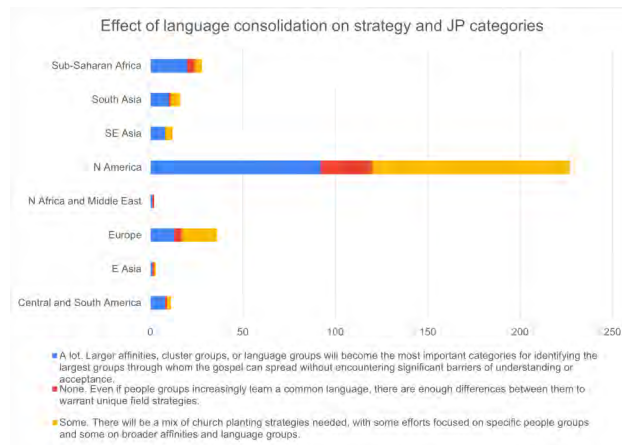
(Honorable mentions were: 5. help people take next steps in missions, 6. update presentation to connect with younger audiences 7. networking and partnering with other organizations)

## Missiologists and Educators

162 responses



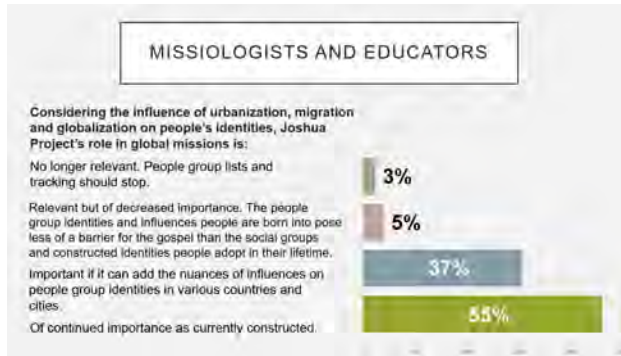
1 - What impact does global language consolidation have on field strategy and the need for JP to categorize people groups as it has historically done?



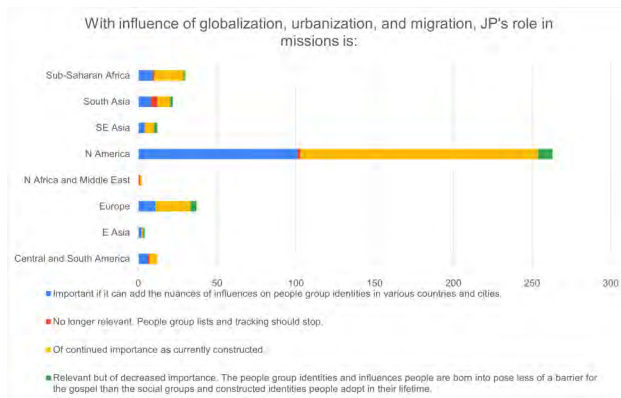
2 - By region people are from.

This was an interesting survey result. Whereas people group missiology has been the dominant emphasis of missions over the last few decades, and still is, 46% of missiologists said that larger affinities, cluster groups, and language groups will be the most important category for field strategy. Forty-two percent of missiologists said there will be a mix of strategy focused on larger groups as well as specific people groups. Joshua Project will need to have easy ways for users to find information from a variety of perspectives (people groups, language groups, affinity groups, etc.).

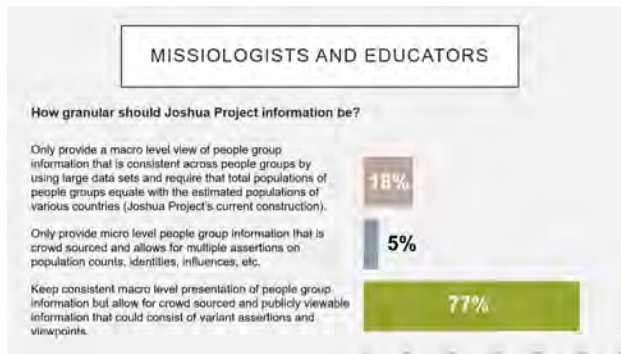




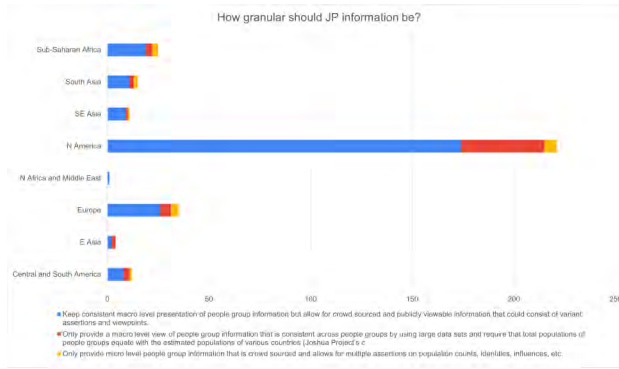
**3 - Considering the influence of urbanization, migration and globalization on people's identities, Joshua Project's role in global missions is:**



**4 - By region people are from.**



**5 - How granular should Joshua Project information be?**



**6 - By region people are from.**

There is a clear desire for Joshua Project to have a display of data as currently constructed with a high value of data integrity, but also adding a new crowdsourcing element on people groups that allows for nuance, various assertions of reality, further documents and information on people groups, etc. Joshua Project will explore how best to test and incorporate a product like this because people's identities and social networks are becoming more layered and complex.

Role Rank	Master Rank	Vote	Count	Role Pct	Global Pct
1	2	The accuracy of people group identities.	72	13.1%	10.8%
2	1	The accuracy of how many evangelicals/Christians exist in people groups.	58	10.5%	11.6%
3	3	The addition of information on places such as cities, to show where people groups are living.	56	10.2%	9.8%
4	6	Their networking and partnering with other organizations.	49	8.9%	9.3%
5	4	The quality of digital resources (maps, videos, and infographics) on unreached people groups (UPGs).	48	8.7%	9.7%
6	9	Updating the presentation to connect with Majority World audiences.	43	7.8%	6.4%
7	10	Their social media presence.	43	7.8%	6.0%
8	8	Obtaining crowd-sourced information about people groups to inform local missions strategy.	40	7.3%	8.2%
9	7	Updating the presentation to connect with younger audiences.	38	6.9%	8.7%
10	5	Helping people take their next step in missions.	36	6.5%	9.5%
11	11	The offering of print resources (maps, booklets, and infographics) on unreached people groups (UPGs).	36	6.5%	5.1%
12	12	Other	21	3.8%	3.0%
13	13	Blank	11	2.0%	2.1%
Sub Total			561		

**7 - What could Joshua Project improve or add to better serve people in your mission role?**

These were results from qualitative answers that were analyzed and grouped into categories.

**Missions Organization Leaders**

284 responses

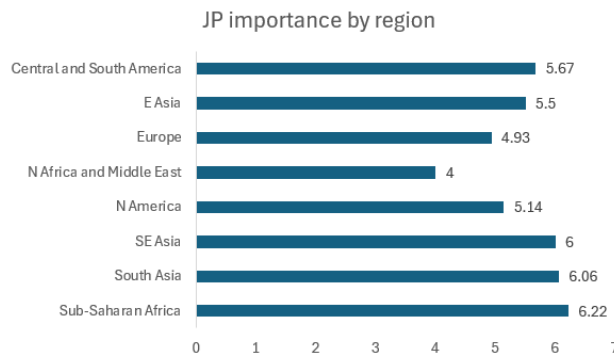
Role Rank	Master Rank	Vote	Count	Role Pct	Global Pct
1	1	The accuracy of how many evangelicals/Christians exist in people groups.	125	12.5%	11.6%
2	2	The accuracy of people group identities.	120	12.0%	10.8%
3	3	The addition of information on places such as cities, to show where people groups are living.	117	11.7%	9.8%
4	4	The quality of digital resources (maps, videos, and infographics) on unreached people groups (UPGs).	105	10.5%	9.7%
5	8	Obtaining crowd-sourced information about people groups to inform local missions strategy.	98	9.8%	8.2%
6	9	Updating the presentation to connect with Majority World audiences.	82	8.2%	6.4%
7	6	Their networking and partnering with other organizations.	81	8.1%	9.3%
8	7	Updating the presentation to connect with younger audiences.	76	7.6%	8.7%
9	5	Helping people take their next step in missions.	70	7.0%	9.5%
10	11	The offering of print resources (maps, booklets, and infographics) on unreached people groups (UPGs).	44	4.4%	5.1%
11	10	Other	42	4.2%	6.0%
12	12	Other	30	3.0%	3.0%
13	13	Blank	9	0.9%	2.1%
Sub Total			999		

**8 - What could Joshua Project improve or add to better serve people in your mission role?**

These were results from qualitative answers that were analyzed and grouped into categories.



**9 - How beneficial is Joshua Project to your mission organization's planning? (1-7)**



**10 - Importance of Joshua Project by the region mission org leader was from.**

Of course, mission-organization leaders who took the time to fill out this survey would have had some vested interest in Joshua Project (so results could be skewed a bit), but it's encouraging to see that Joshua Project is of significant benefit to mission organization planning. We see mission organization leaders as a top priority audience for our work because they are primary decision makers in where missionaries end up working. We need more missionaries among frontier and other unreached people groups.



**11 - What should Joshua Project work to improve?**

**Some comments from mission organization leader survey responders and advisors**

1. "JP has been 'the map.' Our successes are built on your resources."

2. "Show progress; i.e. what has happened over time?"
3. "Democratize the data. Open sourced, increased participation."
4. "It is probably JP's third-party, neutral stance and trust value that makes people call for you to be a nexus for missions organizations and field personnel."
5. "Improve the numbers by avoiding extrapolation. Value and importance of PGAC (People Group Across Country, or unified view of a people group regardless of location) perspective."
6. "Avoid paid subscriptions. Consider 'invested members.'"
7. "Consider some kind of Unreached People Group coalition. Networking is key, collaboration, build relationships to maximize data flow."
8. "Be about "reachedness" not about "people groups" only."
9. "Consider clearer picture of intersection of people groups - places - language (particularly Bible translation status). Draw in others outside the people group space i.e. those focused on "places" or Bible translation status. Avoid "UPGs are so 1990s" idea."
10. "Try overlaying iShare places polygons with people group polygons."

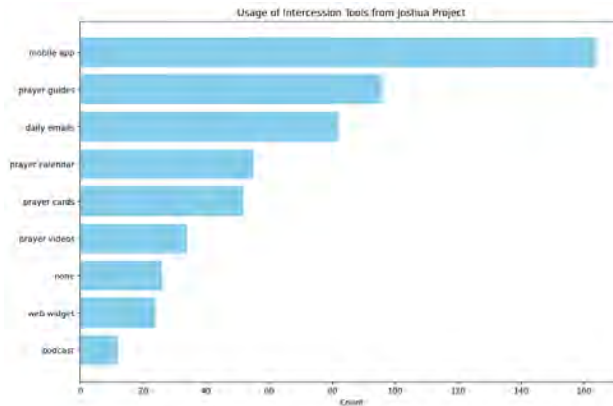
## Missions Intercessors

315 responses

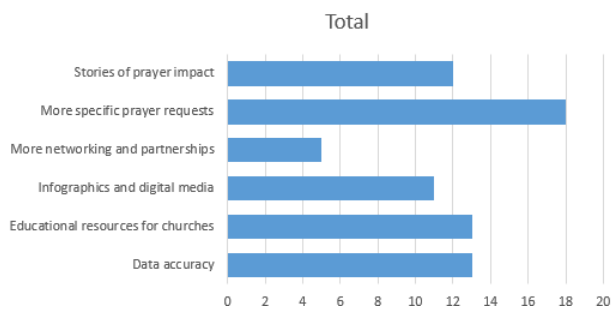
Role Rank	Master Rank	Vote	Count	Role Pct	Global Pct
2	1	The accuracy of how many evangelists/Christians exist in people groups.	108	10.9%	11.6%
2	3	The addition of information on places such as cities, to show where people groups are living.	101	10.2%	9.8%
3	5	Helping people take their next step in missions.	98	9.9%	9.5%
4	4	The quality of digital resources (maps, videos, and infographics) on unreached people groups (UPGs).	98	9.9%	9.7%
5	7	Updating the presentation to connect with younger audiences.	95	9.7%	8.7%
6	6	Their networking and partnering with other organizations.	86	8.7%	9.3%
7	2	The accuracy of people group identities.	83	8.4%	10.8%
8	8	Obtaining crowd-sourced information about people groups to inform local missions strategy.	78	7.9%	8.2%
9	10	Their social media presence.	72	7.3%	6.0%
10	9	Updating the presentation to connect with Majority World audiences.	66	6.7%	6.4%
11	11	The offering of print resources (maps, booklets, and infographics) on unreached people groups (UPGs).	50	5.0%	5.1%
12	12	Other	37	3.7%	3.0%
13	13	Blank	19	1.9%	2.1%
Sub Total			992		

*12 - What could Joshua Project improve or add to better serve people in your mission role?*

These were results from qualitative answers that were analyzed and grouped into categories.



13 - Which intercession tools do you use from Joshua Project?



14 - What could Joshua Project improve to help prayer efforts?

### Some comments from mission intercessor survey responders and advisors

1. "Interface better with third party prayer tools."
2. "Consider regional not just global Unreached of the Day presentation."
3. "The people group adoption element needs to be resurrected."
4. "The younger generation needs to be mobilized using their channels."
5. "Seek synergy with other prayer resources."
6. "Connect Pray4Movements and Joshua Project, link with Houses of Prayer, link prayer teams and field teams for two-way communication."
7. "Develop common terminology. Avoid confusion over Unengaged Unreached People Groups, Frontier People Groups, Unevangelized, etc."

## Missions Mobilizers

395 responses

Missions Mobilizer					
Role Rank	Master Rank	Vote	Count	Role Pct	Global Pct
1	1	The accuracy of how many evangelists/Christians exist in people groups.	164	11.9%	11.6%
2	2	The accuracy of people group identities.	150	10.6%	10.8%
3	7	Updating the presentation to connect with younger audiences.	148	10.7%	8.7%
4	4	The quality of digital resources (maps, videos, and infographics) on unreached people groups (UPGs).	138	10.0%	9.7%
5	3	The addition of information on places such as cities, to show where people groups are living.	128	9.3%	9.8%
6	5	Helping people take their next step in missions.	126	9.1%	9.5%
7	6	Their networking and partnering with other organizations.	113	8.2%	9.3%
8	8	Obtaining crowd-sourced information about people groups to inform local missions strategy.	107	7.7%	8.2%
9	9	Updating the presentation to connect with Majority World audiences.	94	6.8%	6.4%
10	11	The offering of print resources (maps, booklets, and infographics) on unreached people groups (UPGs).	80	5.8%	5.1%
11	10	Their social media presence.	76	5.5%	6.0%
12	12	Other	43	3.1%	3.0%
13	13	Blank	16	1.2%	2.1%
Sub Total			1,363		

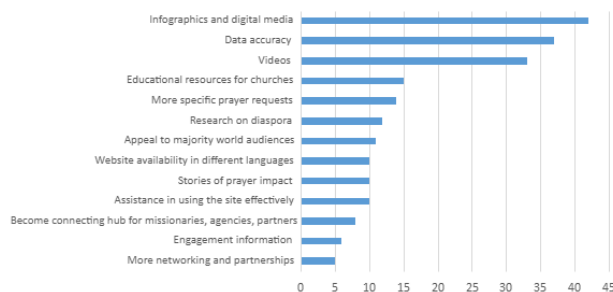
15 - What could Joshua Project improve or add to better serve people in your mission role?

These were results from qualitative answers that were analyzed and grouped into categories.

Summary of Votes Across All Respondents

Global Rank	Vote	Count	Pct
1	overall global stats of unreached people groups	295	20.4%
2	people group profiles	265	18.4%
3	Unreached of the Day	233	16.1%
4	charts, graphics, infographics	216	15.0%
5	maps	175	12.1%
6	prepared presentations on the status of the Great Commission	92	6.4%
7	videos	76	5.3%
8	ideas in the Resources section	62	4.3%
9	Other	17	1.2%
10	nothing	13	0.9%
		<b>Total</b>	<b>1,444</b>

16 - What resources do mobilizers most want from Joshua Project?



17 - What should Joshua Project work to improve?

Some comments from mission mobilizer survey responders and advisors

1. "Digital resources need to be on peoples' devices. Text, not e-mail."
2. "You've crunched the numbers for people. The interactive map is so helpful."
3. "We have a missions education problem. Some CEOs define "unreached" as "lost people.""
4. "Majority world is out-praying us. They don't have the funds to do what we can."
5. "Majority world challenge isn't excitement. It is access."
6. "Coordinate and connect with Perspectives, Via, GMMI, and other mobilization efforts."
7. "Affirmation of PGAC (People Group Across Country, or unified view of a people group regardless of location) perspective."

- 8. "Don't worry about getting everything into the right form for mobilization. We can produce resources. We just need the accurate information from JP."

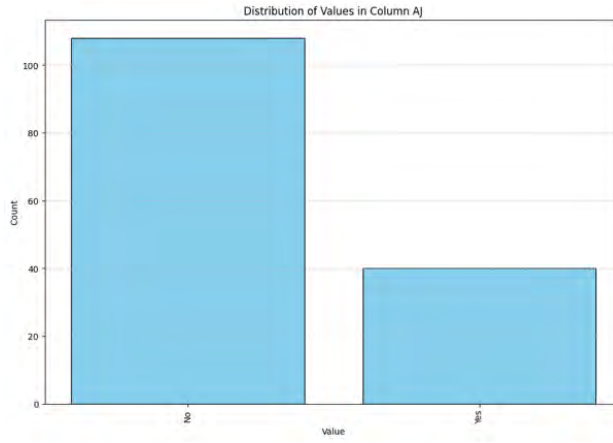
## Missions Researchers

149 responses

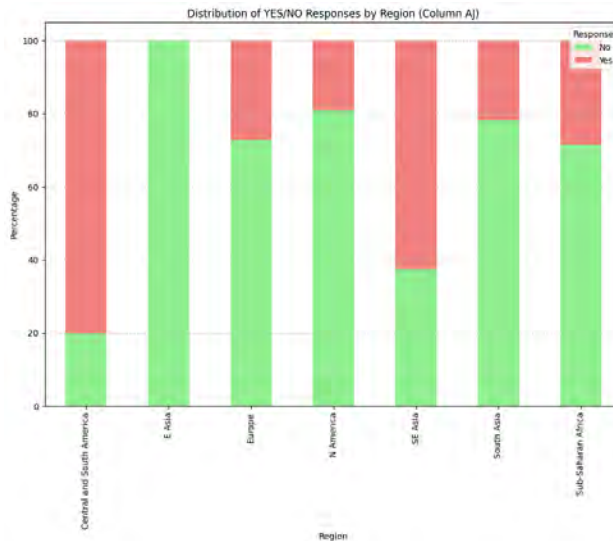
Rank	Count	Percentage	Global Pct.
1	83	14.6%	10.6%
2	72	12.6%	11.6%
3	58	10.2%	9.3%
4	54	9.3%	9.6%
5	50	8.8%	9.7%
6	47	8.2%	8.2%
7	47	8.2%	9.5%
8	40	7.0%	6.4%
9	40	7.0%	6.7%
10	32	5.6%	5.1%
11	28	4.9%	6.0%
12	10	1.8%	2.1%
13	9	1.6%	3.0%
<b>Sub Total</b>	<b>570</b>		

18 - What could Joshua Project improve or add to better serve people in your mission role?

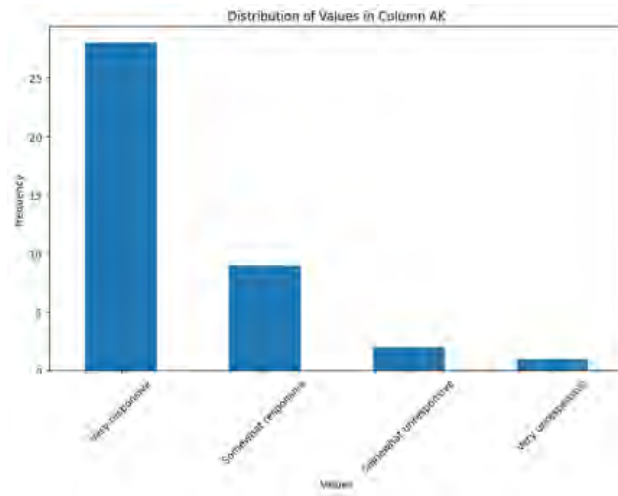
These were results from qualitative answers that were analyzed and grouped into categories.



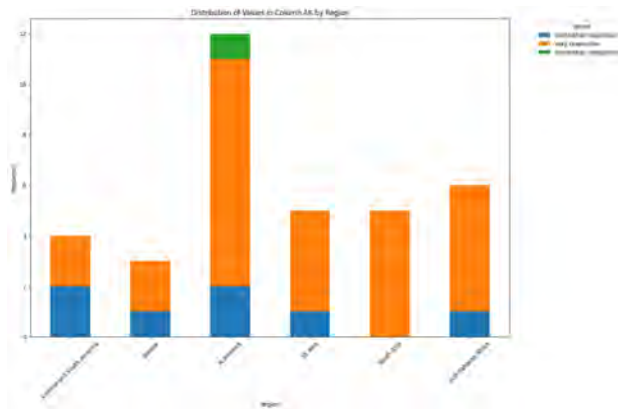
19 - Have you shared people group data with Joshua Project in the past?



20 - Have you shared Joshua Project people group information? Response by region.

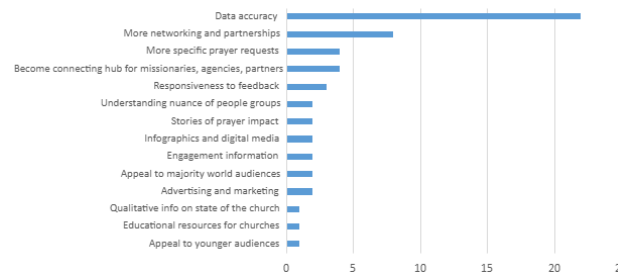


21 - How responsive do you feel Joshua Project was regarding your data suggestions?



22 - How responsive do you feel Joshua Project was regarding your data suggestions? Response by region.

From the survey and other conversations, it seems like Joshua Project has been very responsive to input from field workers and researchers if that input easily fits into our database, categories, and systems. When the input doesn't easily fit or goes against other trusted sources, we have been seen as not accommodating or receptive. Because field realities are complex, we'd like to create a system where we display our database much as it's currently constructed, but also provide a tool and display for other viewpoints.





23 - What should Joshua Project work to improve?

**Some comments from mission researcher responders and advisors**

1. "People group realities are still valid in South Asia. Not just language."
2. "Trade language is overtaking heart language in some, but not all regions. "Stick to what you have. Recognize the language of the people.""
3. "Language is simpler for tracking. Dominating languages are the focus of movements."
4. "There is (caste) diversity that isn't being covered."
5. "Have leaders quickly review lists of people groups in person. National leaders carry so much data in their heads but it isn't documented anywhere."
6. "Encourage agencies to regularly ask their missionaries to send updates to Joshua Project."
7. "Deliver the data in multiple languages."
8. "Be cautious about missiological amateurism."

Missions Communications or Technology Workers

97 responses

Missions Communications or Technology Worker					
Role Rank	Master Rank	Vote	Count	Role Pct	Global Pct
1	2	The accuracy of people group identities.	42	11.5%	10.8%
2	1	The accuracy of how many evangelists/Christians exist in people groups.	41	11.2%	11.6%
3	6	Their networking and partnering with other organizations.	38	10.4%	9.3%
4	7	Updating the presentation to connect with younger audiences.	38	10.4%	8.7%
5	4	The quality of digital resources (maps, videos, and infographics) on unreached people groups (UPGs).	37	10.1%	9.7%
6	8	Obtaining crowd-sourced information about people groups to inform local missions strategy.	34	9.3%	8.2%
7	3	The addition of information on places such as cities, to show where people groups are living.	33	9.0%	9.8%
8	5	Helping people take their next step in missions.	28	7.7%	9.5%
9	9	Updating the presentation to connect with Majority World audiences.	26	7.1%	6.4%
10	10	Their social media presence.	24	6.6%	6.0%
11	11	The offering of print resources (maps, booklets, and infographics) on unreached people groups (UPGs).	13	3.6%	5.1%
12	12	Other	11	3.0%	3.0%
13	13	Blank	1	0.3%	2.1%
Sub Total			368		

24 - What could Joshua Project improve or add to better serve people in your mission role?

These were results from qualitative answers that were analyzed and grouped into categories.

**All of the questions for missions communications and technology workers were qualitative questions that we did not categorize. As you would imagine, there were many calls for Joshua Project to update our presentation, tech, speed and design for use in the Majority World, as well as the quality of infographics, charts, maps, and videos.**

Joshua Project plans on going through a complete redesign of the website, app, and other features. We started a program innovation phase in November 2024. Stay tuned, as there will likely be iterative developments for a couple of years as designs are tested throughout the world.

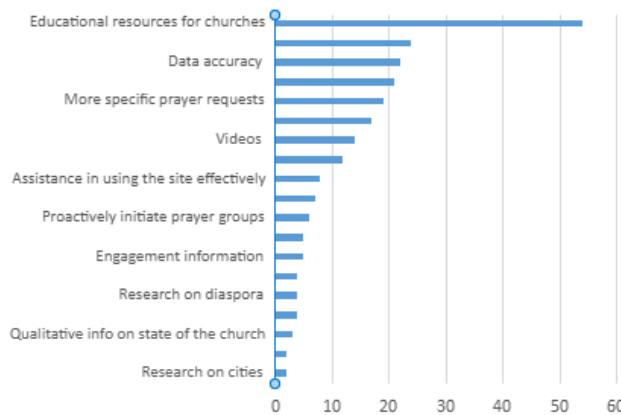
# Missions Influencers in Local Churches

759 responses

Role Rank	Master Rank	Vote	Count	Role Pct	Global Pct
1	5	Helping people take their next step in missions.	268	11.6%	9.5%
2	6	Their networking and partnering with other organizations.	243	10.6%	9.3%
3	1	The accuracy of how many evangelists/Christians exist in people groups.	236	10.3%	11.6%
4	4	The quality of digital resources (maps, videos, and infographics) on unreached people groups (UPGs).	232	10.1%	9.7%
5	2	The accuracy of people group identities.	228	9.9%	12.8%
6	3	The addition of information on places such as cities, to show where people groups are living.	220	9.6%	9.8%
7	7	Updating the presentation to connect with younger audiences.	215	9.3%	8.7%
8	8	Obtaining crowd-sourced information about people groups to inform local missions strategy.	179	7.8%	8.2%
9	10	Their social media presence.	141	6.1%	6.0%
10	9	Updating the presentation to connect with Majority World audiences.	120	5.2%	6.4%
11	11	The offering of print resources (maps, booklets, and infographics) on unreached people groups (UPGs).	105	4.6%	3.1%
12	12	Driver	63	2.7%	3.6%
13	13	Blank	31	2.2%	2.1%
Sub Total			2,301		

25 - What could Joshua Project improve or add to better serve people in your mission role?

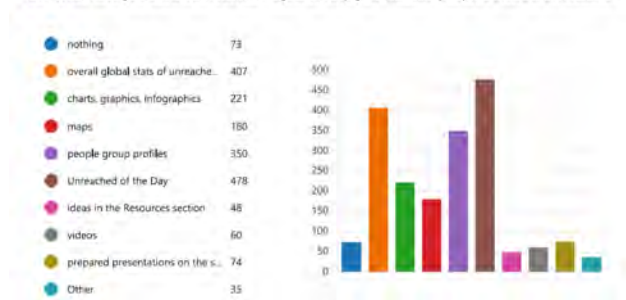
These were results from qualitative answers that were analyzed and grouped into categories.



26 - What should Joshua Project work to improve?

It is widely acknowledged that missions education is in decline in churches in the West and that, in general, it's in a growth stage in the Majority World church. A majority of people in the global Church lack education about missions. Joshua Project will need to help point users to mission education resources, as well as produce resources ourselves to help people begin understanding the importance of people groups in God's redemptive plan. In other words, we can't expect everyone visiting our site to automatically have a heart for praying for, and ministering among , unreached people groups. We have to step back and provide more education.

29. What have you used from Joshua Project to help you mobilize people's interest in missions?



27 - What have you used from JP to help mobilize people's interest in missions?

## Some comments from missions influencers in local churches survey responders and advisors

1. "We need accuracy of numbers. Don't try to meet all the other requests."
2. "City focus is important."
3. "JP should do conferences globally to educate."
4. "JP is objective."
5. "Be the information hub."
6. "We need precision about unreached and the remaining task."
7. "Importance of showing people group progress."
8. "Focus on digital resources. Let others print."
9. "Focus on under 30, simple, digital, start at zero, assume they know nothing about missions."
10. "Divide big picture into small pieces. Short videos on YouTube, Instagram."
11. "No excitement for a paywall model."

## Field Missionaries

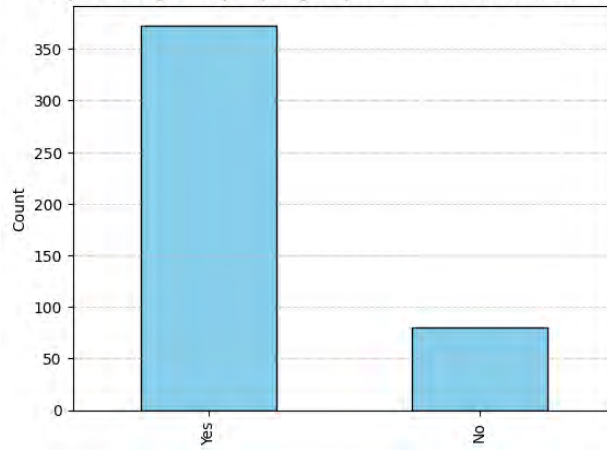
457 responses

Rank	Count	Rate Pct	Global Pct
1	206	13.6%	11.6%
2	158	10.4%	9.8%
3	157	10.4%	10.8%
4	143	9.4%	9.5%
5	143	9.4%	9.3%
6	142	9.4%	9.7%
7	136	9.0%	8.2%
8	123	8.1%	8.7%
9	86	5.7%	6.4%
10	83	5.5%	6.0%
11	72	4.8%	5.1%
12	38	2.5%	3.0%
13	28	1.8%	2.1%
Sub Total	1,515		

28 - *What could Joshua Project improve or add to better serve people in your mission role?*

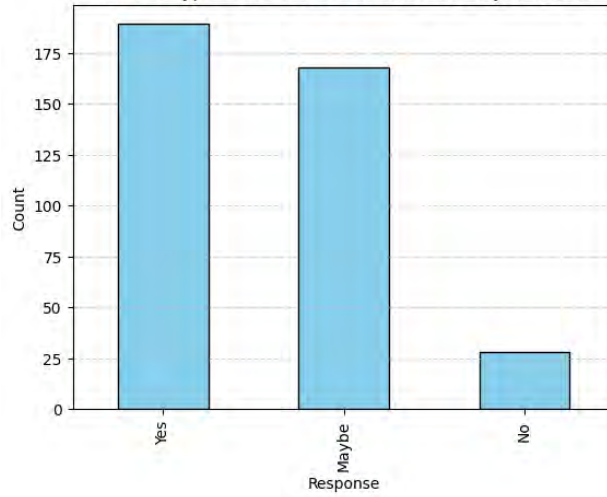
These were results from qualitative answers that were analyzed and grouped into categories.

Do you use global people group databases such as JP?

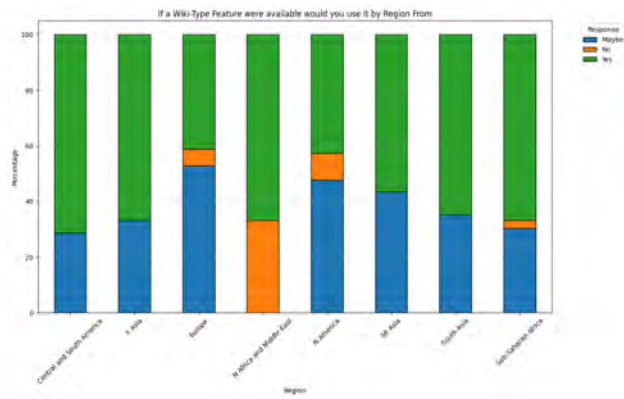


29 - Do you use people group databases such as Joshua Project?

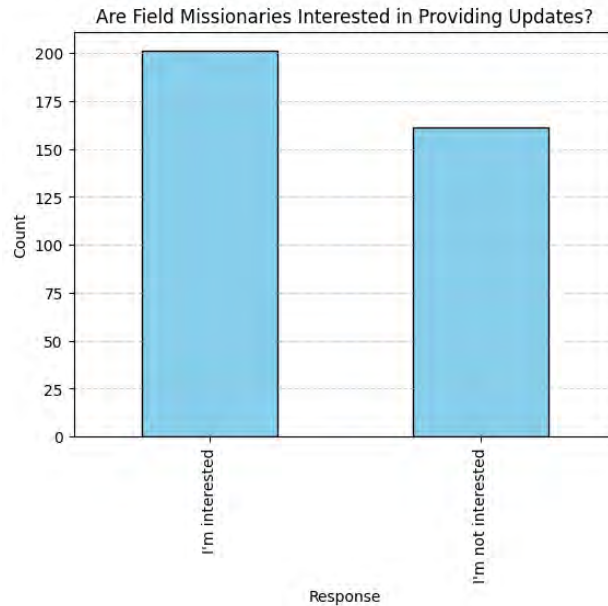
If a Wiki-Type Feature were available would you use it?



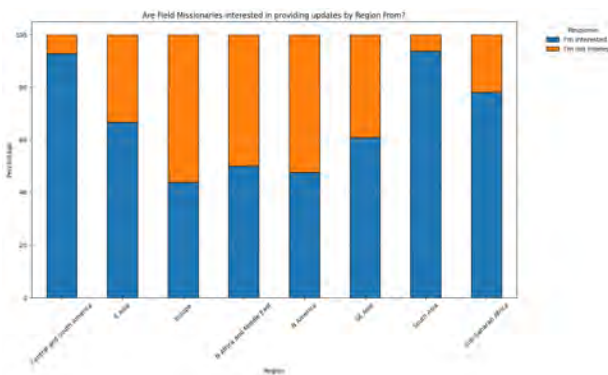
30 - If Joshua Project added a Wiki-like feature would you use it?



31 - If Joshua Project added a Wiki-like feature would you use it? Responses by region.

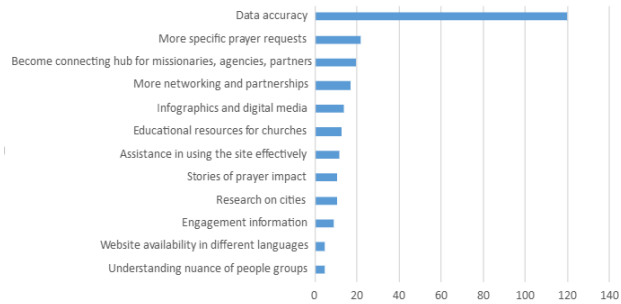


32 - As a Field Missionary, would you be interested in providing updates to Joshua Project?

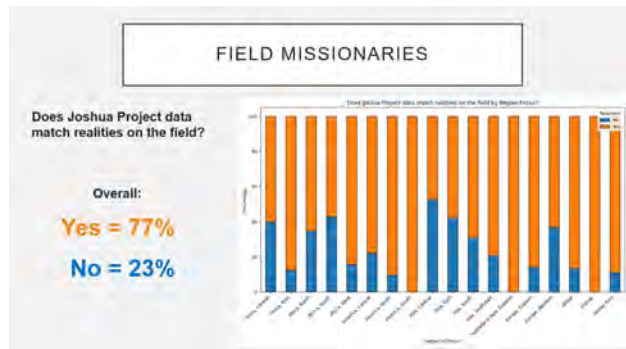


33 - As a Field Missionary, would you be interested in providing updates to Joshua Project? Responses by region.

Joshua Project is sometimes told, "Why don't you just crowdsource all of the information from local missionaries and denominations?" One quick answer: Missionaries and denominations often don't agree on numbers of Christians or work from common categories. And missionaries are coming from all over the world now and are most interested in their work on the ground, not reporting! However, input from these local missionaries and networks of churches are vital for trying to keep up with what God is doing around the world to draw people to Himself. We will continue working from a global perspective that creates common categories and definitions so that data is easily comparable around the world, but we will network widely and incorporate many systems (that are in existence and that we develop) to better obtain field data. We especially need to update the percent Christian information.



**34 - What should Joshua Project work to improve?**



**35 - Does Joshua Project data match realities on the field?**

As complicated and as rapidly changing as the world is, especially with the mass amounts of people becoming followers of Christ in the last couple of decades, we were surprised that such a high percentage of field missionaries indicated Joshua Project's data matched realities on the field. This was very encouraging as we seek to highlight the progress of the gospel among all people groups so the Body of Christ can prioritize its prayer and mission efforts. Quite a few respondents qualified their "yes" answer, however, saying something like, "We all know that field realities change rapidly and there's no way that any entity can capture accurately everything happening, but the overall picture of Joshua Project is accurate enough to say yes."

**Some comments from field missionary survey responders and advisors**

1. "Focus on language is valid. Even when switching to trade language, cultural identity is intact."
2. "PGAC (People Group Across Country, or unified view of a people group regardless of location) perspective is going to help tremendously with identifying where the Body of Christ is."
3. "Show people group progress. What has happened over time?"
4. "The people group lists are effective and inspiring for the local church."

5. "Use lists to catalyze indigenous efforts. Get lists in front of nationals who will do a better job."
6. "JP needs to communicate better that it is seeking data from the field."
7. "The fact that JP doesn't have a label or denomination can help people cooperate."
8. "It would be helpful to have JP tracking adoptions."
9. "Urbanization and mixing of individuals are challenging the traditional people group focus."
10. "How much do people groups hold on to identity when they speak a broader trade language?"
11. "Challenge younger generation to preserve smaller languages."

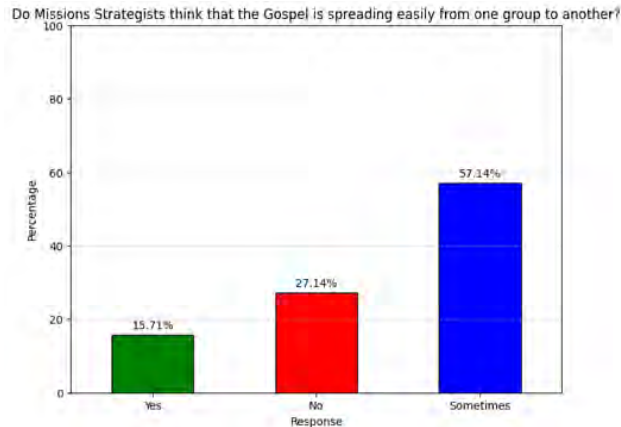
## Missions Strategists

70 responses

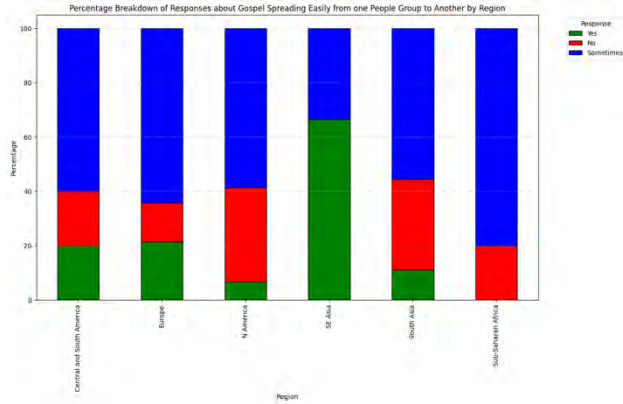
Missions Strategist				Count	Rate Pct	Global Pct
Roll Rank	Master Rank	Vote				
1	2	The accuracy of people group identities.	44	15.2%	10.6%	
2	1	The accuracy of how many evangelicals/Christians exist in people groups.	37	12.6%	11.6%	
3	4	The quality of digital resources (maps, videos, and infographics) on unreached people groups (UPGs).	33	11.4%	9.7%	
4	6	Their networking and partnering with other organizations.	28	9.7%	9.3%	
5	3	The addition of information on places such as cities, to show where people groups are living.	28	9.7%	9.6%	
6	9	Updating the presentation to connect with Majority World audiences.	24	8.3%	6.4%	
7	8	Obtaining crowd-sourced information about people groups to inform local missions strategy.	21	7.2%	8.2%	
8	5	Helping people take their next step in missions.	20	6.9%	9.5%	
9	7	Updating the presentation to connect with younger audiences.	18	6.2%	8.7%	
10	10	Their social media presence.	15	5.2%	6.0%	
11	11	The offering of print resources (maps, booklets, and infographics) on unreached people groups (UPGs).	13	4.5%	5.1%	
12	12	Other	9	3.1%	3.0%	
13	13	Blank	0	0.0%	2.1%	
Sub Total				290		

36 - What could Joshua Project improve or add to better serve people in your mission role?

These were results from qualitative answers that were analyzed and grouped into categories.

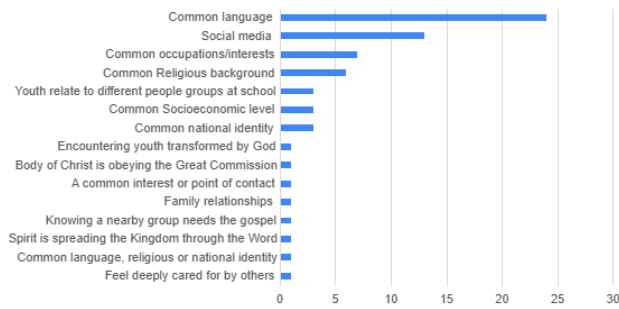


37 - Do Missions Strategists think the gospel is spreading from one people group to another?



**38 - Do Missions Strategists think the gospel is spreading from one people group to another? Responses by region.**

Perhaps the strong effort of having a common trade and educational language in Southeast Asian countries (e.g., Bahasa Indonesian) contributes to decrease barriers between people groups? Or the high "yes" answer could be because Southeast Asian countries are experiencing some of the most rapidly growing movements to Christ in the world and ethnic barriers are breaking down through Christ's activity through His Church?



**39 - What social factors are influencing the spread of gospel?**

We are hearing that movements to Christ are occurring through larger language and affinity groups than individual people groups. We are also hearing, however, that a typical pattern is the gospel spreading rapidly through one people group, then jumping from individuals and families from that people group to another through social or linguistic connections, then spreading rapidly as individuals and families from that other people group reach their own people.

Rank	Issue Rank	Issue	Count	Rate Pct	Global Pct
1	2	The accuracy of people group identities.	44	15.2%	10.6%
2	1	The accuracy of how many evangelicals/Christians exist in people groups.	37	12.9%	11.6%
3	4	The quality of digital resources (maps, videos, and infographics) on unreached people groups (UPGs).	33	11.4%	9.7%
4	6	Their networking and partnering with other organizations.	28	9.7%	9.3%
5	3	The addition of information on places such as cities, to show where people groups are living.	28	9.7%	9.8%
6	9	Updating the presentation to connect with Majority World audiences.	24	8.3%	6.4%
7	8	Obtaining crowd-sourced information about people groups to inform local missions strategy.	21	7.2%	8.2%
8	5	Helping people take their next step in missions.	20	6.9%	9.5%
9	7	Updating the presentation to connect with younger audiences.	18	6.2%	8.7%
10	10	Their social media presence.	15	5.2%	6.0%
11	11	The offering of print resources (maps, booklets, and infographics) on unreached people groups (UPGs).	13	4.5%	5.1%
12	12	Other	9	3.1%	3.0%
13	13	Blank	-	0.0%	2.1%
Sub Total			290		

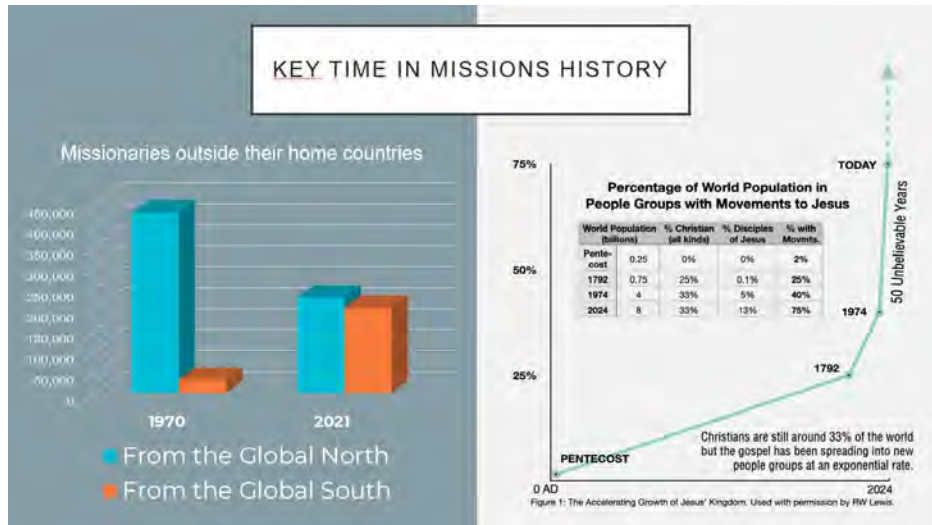
**40 - What could Joshua Project improve or add to better serve people in your mission role?**

These were results from qualitative answers that were analyzed and grouped into categories.



## Conclusions and Next Steps

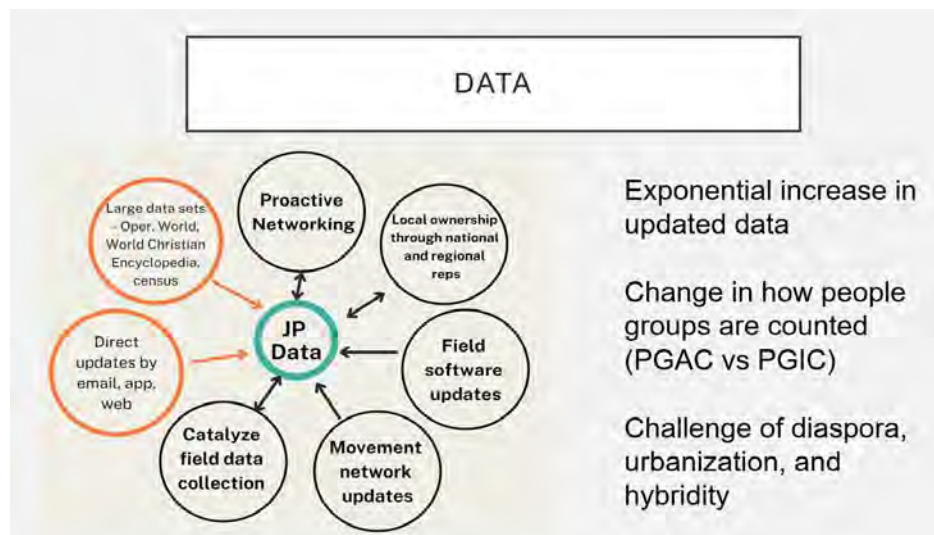
Below is a quick overview of some of the changes ahead for Joshua Project, deeply informed by these survey results.



We're at a key juncture in missions history. Missionaries from the Global North serving outside their countries have almost halved in the last 50 years. In the same time period, missionaries from the Global South have increased around seven times! Missions mobilization has become much more geographically and culturally proximate to the unreached people groups of the world. Over the last fifty years, we've also seen great progress of initial breakthrough churches started among people groups. It is estimated that up to 60% of the world's population lived in people groups without breakthrough churches 50 years ago, but that has been reduced to less than 25% of the world's population today! That gospel progress reflects the growing pool of potential new missionaries among unreached people groups.



This key juncture in missions history is accelerated and complicated by globalization, migration, urbanization, and the way people will process information through AI. People groups are not as static and absolutely defined as they once were. Individuals are moving to cities within their countries and outside their countries which creates new opportunities for hearing the gospel, but also involves ethnic mixing and social fragmentation which affect, positively and negatively, the ease of how the gospel spreads outside and within people groups. Joshua Project has a unique role in the Body of Christ because of our wide usage for understanding categories of people and where missionaries are most needed. One independent survey by One Challenge (chart on bottom right of slide) showed that mission organization leaders relied on Joshua Project as their source of information more than any other source. We have a responsibility to adjust to the times and accurately reflect ground realities, even if they are complicated, through our mission information.



Historically, Joshua Project has received data through means shown in the orange circles. Our information is built upon many researchers who often prefer to go nameless who regularly research people groups in countries and send in updates. We will start receiving an exponential increase in updated field data from a variety of sources. We plan on building a global team with national and regional reps who will be local eyes and ears for updating. Field missionary software exists that's tracking gospel shares, responses to the gospel, churches started, etc., and we will start receiving live updates from field software. We are increasing our proactive networking to receive updates on Christian percentages and people group identities through mission and denominational networks. We will proactively update information on our site we feel is weak through networking and catalyzing field data collection.

One view of people groups that we will begin to show and emphasize is the people group across country perspective. Historically, people groups have been counted as separate entities when

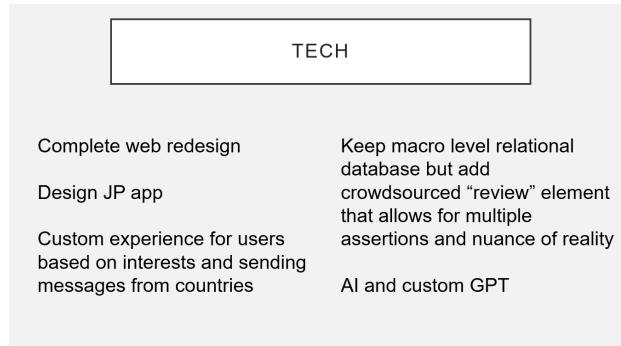
they live in different countries (e.g., Wolof in the Gambia, Senegal, and France are all counted as separate people groups). These days, people groups in various countries and inextricably linked through migration and social networking tools. In the people group across country perspective, the Wolof would be counted as one people group in the world, with various nuances in the countries where they live. The number of people groups in the world with that view will be reduced from over 17k to around 10k. Strategically, this view will help the Global Church work through the interconnectivity of people groups in all countries where they live.



We plan on hiring a skilled communications and marketing director in late 2024 to begin working on presentation and distribution of our information for a younger audience, with a focus on people from the Majority World. Our communication will be focused on helping people take prioritized next steps in missions, and making that easier through our website redesign and our use of social media and apps.



Defining our audience has been difficult because Joshua Project is used by the Global Church. However, because our prioritizes are seeing God glorified through an abundance of Christ followers within every people group, we've realized there are key mission roles and key countries that will most contribute to that progress. This slide reflects the focused audience for Joshua Project in the years ahead.



Tech and design age quickly. We will begin major tech, web, and app redesign in 2025. A major goal is to customize people's experience with Joshua Project information based on their preferences, countries, and general missionary sending messages of where they are from (e.g., China says back to Jerusalem along the Silk Road which is predominantly Muslim today, Nigeria says to the Muslim North of the Sahel region).



Increasing Joshua Project's capacity to accomplish all of this involves structural and operational changes. We became an independent organization in early 2024 and we are beginning the process in late 2024 of building a global staff. Historically, Joshua Project has had only 2-4 staff members. We will likely have three times that by the end of 2024 and perhaps ten times that amount by the end of 2025. Who knows?! We are trusting the Lord to bring the staff, volunteers, and financial contributors for us to steward well the role He has for us in His Kingdom.

---

***Contact Us***

*Joshua Project*

*(719) 992-1033 | [info@joshuaproject.net](mailto:info@joshuaproject.net) | 990 Pinon Ranch Vw, Colorado Springs, CO 80907*

---