

Four Approaches to People Group Thinking

Types of People	Blocs	Ethnolinguistic Peoples	Unimax Peoples	Sociopeoples
Composition	broad categories	one or more related groups	inter-generational	peers
What Defines Group	religious-cultural spheres	linguistic, ethnic & political boundaries	cultural prejudices	activities or interests
How Identified	available published data	available published data	discovered on site	discovered on site
Strategic Significance	global overview	mobilization and strategy	church planting	small group evangelism
Quantity	8 major cultural blocs	approx. 3,000 "unevangelized"	est. 10,000 "unreached"	number unknown