

LEXINGTON



PEOPLES NEXT DOOR NC



BLUE RIDGE

WACHO

TOP 10 UNREACHED PEOPLE GROUPS IN THE BLUE RIDGE

1. ARAB-LEVANT
2. FILIPINO
3. GUJARATI
4. KHMER-CAMBODIAN
5. MEXICAN
6. PUNJABI
7. SALVADORAN
8. THAI
9. UKRAINIAN / MOLDOVAN
10. VIETNAMESE

Check out the people group map of the Blue Ridge:
 ncbaptist.org/prayermap

Become More Involved:

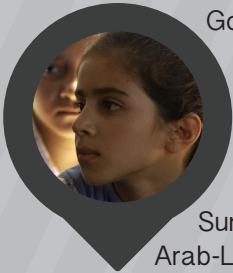
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Arab-Levant

PALESTINE,
MIDDLE EAST



God brings the Arab-Levant people to us from the Fertile Crescent, the land along a northward arc between the Persian Gulf and the Mediterranean Sea. The people of the Arab-Levant live along the route Abram and Sarai took on their journey to the land of Canaan. The Levant includes parts of Iraq, Syria, Jordan, Lebanon, Israel and Palestine. As with most Arabs, they practice Sunni Islam and show a genuine hospitality to strangers. Many of the Arab-Levant people have lived in North Carolina for 20 years or more and have well-established businesses. As a result, our Arab-Levant neighbors invest deeply in North Carolina's communities. Their hospitality and their close proximity in many of our neighborhoods present many opportunities to develop genuine friendships.

Religion: Sunni Islam

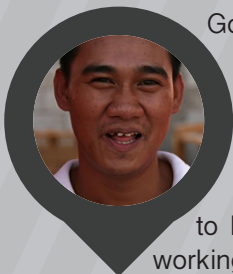
Discovered: Blue Ridge, Charlotte, Greenville, Fayetteville, Triad, Triangle, Unifour

Estimated NC Population: 7,645

Where could you find the Arab-Levant?
bit.ly/arablevant Asheville

Filipino

PHILIPPINES,
MALAY PEOPLES



God brings the Filipino people to us from the Philippines. The Tagalog Filipino are one of the largest people groups in the Philippines, totaling more than 23 million worldwide. They primarily speak the Tagalog language. Most adhere to the Catholic faith, while 13% are evangelical. Still most of them believe in “healers” who are able to call on the spiritual powers to help them. In N.C., many of them run family-owned restaurants working many hours a week. The Filipino people are very community oriented, and are always interconnected through relationships even when they do not live with one another. Connect with them at Filipino grocery stores and restaurants and begin to share the good news of the gospel there.

Religion: Roman Catholic

Discovered: Blue Ridge, Charlotte, Fayetteville, Triad, Triangle

Estimated NC Population: 11,324

Where could you find the Filipino?
bit.ly/filipinoasheville

Gujarati

INDIA,
SOUTH ASIA



God brings the Gujarati to us from the Gujarat province in western India, a province that shares its northern border with Pakistan. Most Gujarati practice the Hindu religion, though a few practice Islam and a few embrace Christianity. Many of the Gujarati in North Carolina have a good reputation as clever and hardworking businesspeople who want to secure a better life for their families.

The Gujarati also have a reputation as a very kind people who are quick to befriend others from different cultures. Businesses and communities present natural opportunities for us to develop gospel-centered relationships with our Gujarati neighbors.

Religion: Hindu

Discovered: Blue Ridge, Charlotte, Fayetteville, Greenville, Triad, Triangle

Estimated NC Population: 13,740

Where could you find the Gujarati?
bit.ly/gujarati Asheville

Khmer-Cambodian

CAMBODIA,
SOUTHEAST ASIA



God brings the Khmer people to us from Cambodia in Southeast Asia. The Khmer people identify as Buddhists though they also practice a lot of ethnic ancestor worship. They have faced many challenges in their home country and come to the United States looking for a new and better life. The Khmer people in N.C. live in many locations around the city; however, they typically are interconnected with one another through relational networks. Consider shopping at a Southeast Asian grocery store or visiting a local Buddhist temple to build relationships with and learn more about our Khmer neighbors.

Religion: Buddhist

Discovered: Blue Ridge, Charlotte, Triad, Triangle

Estimated NC Population: 4,700

Where could you find the Khmer-Cambodian?
bit.ly/khmerblueridge

Mexican

MEXICO,
CENTRAL AMERICA



God brings the Mexican people to us from our southern neighbor, the country of Mexico. Many of our Mexican neighbors in North Carolina come from the regions of Hidalgo and Guerrero. They work primarily in the labor and service industries in cities. Community is very important to them, and at the center of that community is the Catholic Church. The community finds many reasons to gather together for festivals, celebrations and simple parties among friends. With larger Hispanic communities, Mexicans tend to assimilate and adapt to American culture more slowly than other people groups. Build genuine gospel-centered relationships with our Mexican neighbors by shopping at one of their many stores and bakeries or attending one of their many celebrations.

Religion: Roman Catholic

Discovered: Blue Ridge, Charlotte, Fayetteville, Greenville, Triad, Triangle

Estimated NC Population: 57,734

Where could you find Mexicans?
bit.ly/mexicanasheville

Punjabi

INDIA AND PAKISTAN,
SOUTH ASIA



God brings the Punjabi people to us from northwestern India and southeastern Pakistan. Our Punjabi neighbors are a little bit unique because they have so much diversity among their religions. Many Punjabi people practice Hinduism, many practice Islam, and others are Sikhs. Punjabi men are well educated businessmen, working in many of the technology jobs in North Carolina. And the Punjabi people make up one of the fastest-growing international populations in North Carolina. Meet and befriend our Punjabi neighbors by shopping at a South Asian store, eating at one of their restaurants or going to one of their many festivals throughout the year.

Religion: Hindu, Muslim, Sikh

Discovered: Blue Ridge, Charlotte, Greenville, Triad, Triangle

Estimated NC Population: 11,900

Where could you find the Punjabi?
bit.ly/punjabi Asheville

Salvadoran

EL SALVADOR,
CENTRAL AMERICA



God brings the Salvadoran people to us from the country of El Salvador in Central America. One often finds Salvadoran people within larger Hispanic communities, though family ties tend to be more important than ethnic. The Salvadoran people enjoy conversation and are particularly proud to speak of their jobs and families. Extended family is also very important to them, creating large communities of cousins, aunts and uncles. Hispanic markets or Salvadoran restaurants are a good place to connect with our Salvadoran neighbors.

Religion: Roman Catholic

Discovered: Blue Ridge, Charlotte, Fayetteville, Greenville, Triangle

Estimated NC Population: 14,669

Where could you find Salvadorans?
bit.ly/salvadoranasheville

Thai

THAILAND,
SOUTHEAST ASIA



God brings the Thai people to us from Thailand in Southeast Asia. The Thai people demonstrate some of the highest devotion to Buddhism in the world today. They greatly value relationships, and they love to get together with others from the Thai community. The Thai people in North Carolina live in many locations around the city; however, they typically build their relationships around the Buddhist temple. The temple provides the best location for cultural and religious celebrations and a convenient place to gather for a monthly meal. Consider shopping at a Southeast Asian grocery store or visiting a local Buddhist temple to build relationships with and learn more about our Thai neighbors.

Religion: Buddhist

Discovered: Blue Ridge, Charlotte, Fayetteville, Greenville, Triangle, Unifour

Estimated NC Population: 3,640

Where could you find the Thai?
bit.ly/thaiasheville

Ukrainian/Moldovan

UKRAINE AND MOLDOVA,
EASTERN EUROPE



God brings the Ukrainian people to us from the country of Ukraine. Many Ukrainians came to the U.S. to escape religious persecution under the communist rule of the former Soviet Union. As a hardworking people, a large number of our Ukrainian neighbors work in construction or as craftspeople. The older generation remains aloof from American culture, but many from the younger generation identify more as American than they do as Ukrainian. Consider offering to partner with an existing Ukrainian church in North Carolina to help reach the younger generation and build bridges into the larger Ukrainian community. European markets make a great place to foster relationships with our Ukrainian neighbors.

Religion: Pentecostal, Roman Catholic

Discovered: Blue Ridge, Unifour

Estimated NC Population: 5,874

Where could you find the Ukrainians/Moldovans?
bit.ly/ukasheville

Vietnamese

VIETNAM,
SOUTHEAST ASIA



God brings the Vietnamese people to us from the country of Vietnam in Southeast Asia, occupying the entire eastern seacoast of the Indochinese Peninsula. The Vietnamese people mostly speak the Vietnamese language and practice the Mahayana tradition of Buddhism or Roman Catholicism. In North Carolina, the Vietnamese people have a great entrepreneurial spirit. They will open local nail salons, Vietnamese cuisine restaurants and local Asian grocery stores. One of their favorite pastimes is billiards. Consider how you might use your time at a local nail salon or billiard hall to build friendships and share the good news of the gospel with our Vietnamese neighbors.

Religion: Buddhist, Roman Catholic

Discovered: Blue Ridge, Charlotte, Fayetteville, Greenville, Triad, Triangle, Unifour

Estimated NC Population: 20,041

Where could you find the Vietnamese?
bit.ly/vietasheville