

Introducing Lumino

Anyone involved in Christian ministry knows that the last few decades have seen huge changes in how faith and the Bible are seen in wider society. Values, opinions, assumptions and core beliefs – they've all been affected by a tide of new voices that's swept away old norms and is establishing new ones.

It's in this new world that we're called to witness to Christ. If we're to do it well, we have to understand it.

Bible Society has developed a powerful tool for Christian leaders to help them discern what their communities really think about key issues.

Our [Lumino](#) website is based on a YouGov study of 20,000 people in England and Wales – a huge sample in a context where values surveys typically include around 2,000. Using advanced analytical tools, we were able to identify eight distinct '[Personas](#)' or spiritual types. We badged them according to their attitude to the Bible, from Bible Loving at one end of the scale to Bible Dismissive at the other, with all shades in between.

But these Personas describe more than just how people about the Bible. They tell us what they value, whether they're happy, whether they're searching for meaning; whether they believe in God, and what they mean by that; their political leanings, what gender they're likely to be, and more.

The research is fascinating – but we wanted to make the research a tool for mission. We broke the responses down to community levels based on parliamentary constituency boundaries – around 570 of them. That means you can [put your post code in](#) and find out what the spiritual makeup is of your own area, providing you with crucial insights for mission and ministry.

We've also included articles and video reflections from leading mission practitioners unpacking what the data means for you. There are case studies suggesting how to use Bible passages with different personas, and a [Lumino Live](#) page showing you what people are saying about the Bible in (almost) real time.

Lumino is a growing resource aimed at helping people who care about mission understand the people they're trying to reach. We want to build on what's been done so far so that the insights from our research help drive a new wave of engagement with those on the fringes of church life – and far beyond.