

Index Licensing

The plain-language benchmark for how the public feels about AI in everyday life — one number, nine topics, tracked over time.

TODAY'S READING

91.0 / 100

Rising overall

5 heating up · 3 cooling · 1 steady (9 topics)

as of Aug 27, 2026
tracked daily since July 2026

■ What it is

A continuously-tracked index of public sentiment and expectation about AI across the nine areas people actually feel it — jobs, money, health, education, privacy, and more. It turns a noisy conversation into one reading you can cite, chart, and follow over time. A Consumer Confidence Index for the AI era.

■ Why it's different

- **Trend, not a snapshot** — it tracks what's heating up or cooling, and how fast.
- **Plain language** — every reading comes with a human-readable “why,” usable without a data team.
- **Documented & defensible** — a disclosed methodology, built to stand up in a report or briefing.

■ What you can license

1. **Cite it (free, with attribution)** — reference the reading with a “Powered by EMBI” link.
2. **License the data feed** — the live + historical index, nine sub-indices, and top concerns, via the EMBI API.
3. **Co-branded sub-index** — sponsor a focused read, e.g. “AI-in-Healthcare Sentiment, presented by [you].”
4. **Custom tracking** — a bespoke index or synthesized brief around your question, tracked over time.

■ Who licenses it

Corporate comms & public affairs · strategy & market intelligence · investors · newsrooms, associations & policy teams · public-sector research.

Want the feed, a co-branded index, or a custom read?

embi.exchange/license · admin@globalinsight.ai