



The human network behind AI.

Meet the 7.6 million people providing the data, judgment, and expertise that help companies train, evaluate, and improve AI.

2026 PANEL BOOK



Introduction

AI systems are advancing quickly. But their performance still depends on something distinctly human: the data, judgment, and expertise of real people.

Models need people to generate examples, compare outputs, identify errors, establish preferences, and evaluate whether responses are accurate and useful. Agents need people who understand the workflows they are expected to perform. And when AI operates in specialized or high-stakes domains, teams need experts who can recognize mistakes that a generalist cannot.

The challenge is finding the right people at the right scale, verifying who they are, and integrating their input into AI development workflows.

That is what Auros is built to do.

Our global human network includes 7.6 million people, including 3.2 million professionals across 140 industries. From broad consumer populations to software engineers, healthcare practitioners, finance professionals, business owners, and specialized domain experts, Auros gives AI teams access to the people whose input can make their systems better.

Organizations can use Auros to:

- Generate human data for model training and fine-tuning
- Collect preference data and judgments on model outputs
- Evaluate AI for accuracy, relevance, quality, trust, and usefulness
- Test agents with people who understand the workflows they are designed to perform
- Bring domain experts into high-stakes AI evaluation
- Collect multimodal data from precisely targeted populations

What's inside

- Global network scale and demographic coverage
- Professional and domain-expert audiences
- Targeting, screening, and identity verification
- AI training and evaluation use cases
- Technical, healthcare, finance, and business expertise
- Data quality, fraud prevention, and participant integrity
- Programmatic access and custom sourcing

This book offers a transparent look at the human network behind AI: who is in it, how we verify them, and the scale and expertise available to your AI programs.



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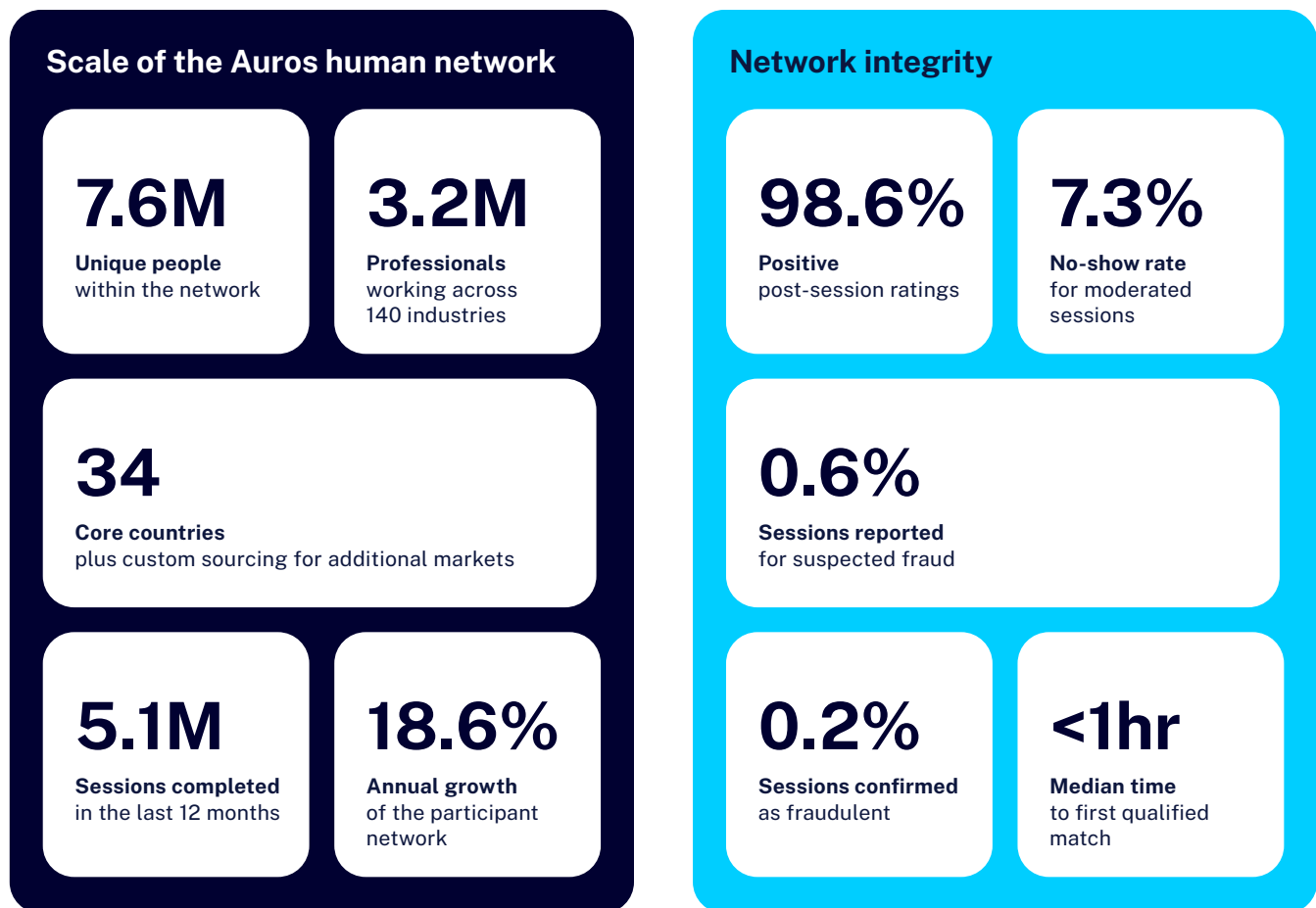


Key Stats

The humans behind AI matter.

AI performance depends on the quality of the people contributing to it. The people generating training data, evaluating outputs, completing workflows, and applying expert judgment directly influence what AI systems learn and how well they perform.

Auros has spent years building the infrastructure to find real people, verify who they are, match them to highly specific requirements, and support their participation at scale.



Human data, judgment, and expertise at global scale.



A Note on the Data

Network scale statistics reflect unique participants across the combined proprietary networks that now power Auros, de-duplicated to avoid double-counting.

Quality and fraud statistics reflect the network where our proprietary matching and fraud-prevention systems currently operate. As our infrastructure continues to unify, those systems will serve as the quality foundation for the broader Auros network.

Note: The data included in this report is accurate as of June 2026.



Why this matters for AI: Human data is only valuable when you can trust who produced it.



Targeting, Screening & Verification

The right humans for every AI task.

Not every contributor is interchangeable.

A generalist may be appropriate for comparing two model responses. A software engineer may be required to assess an agentic coding workflow. A finance professional may be needed to evaluate an AI-generated forecast. A clinician may be required to identify a medically significant error.

Auros combines rich profile data, custom screening, verification, quotas, and matching to help teams assemble the precise contributor and evaluator populations their AI programs require.

Use our existing targeting attributes to identify people by demographics, technology usage, professional background, behavior, and more. For requirements that go beyond structured attributes, custom screening can qualify contributors against highly specific criteria.

Consumer attributes

Location ▼	
Age ▼	Race/ethnicity ▼
Gender ▼	Household income ▼
Level of education ▼	Marital status ▼
Living situation ▼	Home owner ▼
Neighborhood type ▼	Children ▼
Pets ▼	Disabilities ▼
English language proficiency ▼	
Other languages ▼	Health insurance type ▼

From broad populations to highly specialized experts, targeting starts with knowing exactly who should be behind the judgment.

Technical, Professional, and Product Targeting

Technical attributes

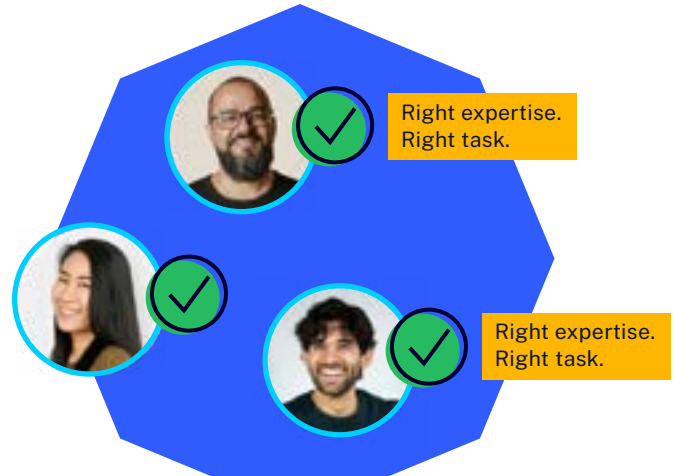
Browsers	▼
Smartphone operating system	▼
Tablet operating system	▼
Computer operating system	▼
Assistive technologies and custom settings	▼
AI usage	▼

Target people based on the technology environments and AI workflows they actually use.

Professional attributes

Target job titles	▼
Professional skills	▼
Seniority	▼
Company size	▼
Industry	▼
Employment status	▼
Type of income	▼
Small business owner	▼
Gig or contract occupations	▼
Work setting	▼
Military service status	▼

Find the people with the domain knowledge, functional expertise, and real-world experience your evaluation requires.



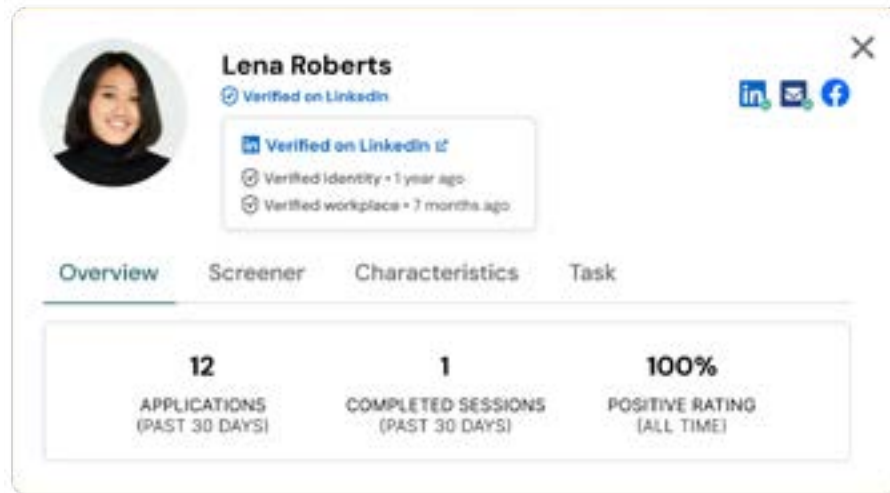
Products and services targeting

Productivity and project management software	▼
Digital design and prototyping tools	▼
Health and wellness platforms	▼
Online learning platforms	▼
Online streaming services	▼
Social networks	▼
Vehicles owned or leased	▼
Food delivery services	▼
Online banking and financial management tools	▼
Online marketplaces	▼
Online travel booking services	▼
Smart home and gaming devices	▼
Traditional banks	▼

Recruit people familiar with the tools, platforms, products, and workflows your AI systems interact with.

Professional Verification

Expertise matters more when the judgment matters.



When an AI evaluation depends on domain knowledge, knowing who is providing the judgment is critical.

Participants can connect their LinkedIn account to their profile, providing verification signals directly within the platform. Teams can see whether a profile URL has been verified and, for participants who have completed LinkedIn's own identity and workplace verification, whether that additional verification is present.

This provides a stronger signal of professional identity than a self-reported job title alone, helping AI teams bring greater confidence to tasks that require verified expertise.

246K

Participants have already verified their work email or LinkedIn profile

49%

Of project applications are from participants with professional verification

A cardiologist, engineer, or CFO is valuable because of what they know. Verification helps ensure the person behind the judgment is who they claim to be.



Quotas

Build the right contributor mix with quotas.

Targeting and verification get you to the right pool. Quotas help you build the right mix.

AI evaluation often requires intentional representation across populations, technologies, roles, or experience levels. With quota targets, teams can define the contributor breakdown a program requires and maintain that balance as work is completed.

Set quotas across:

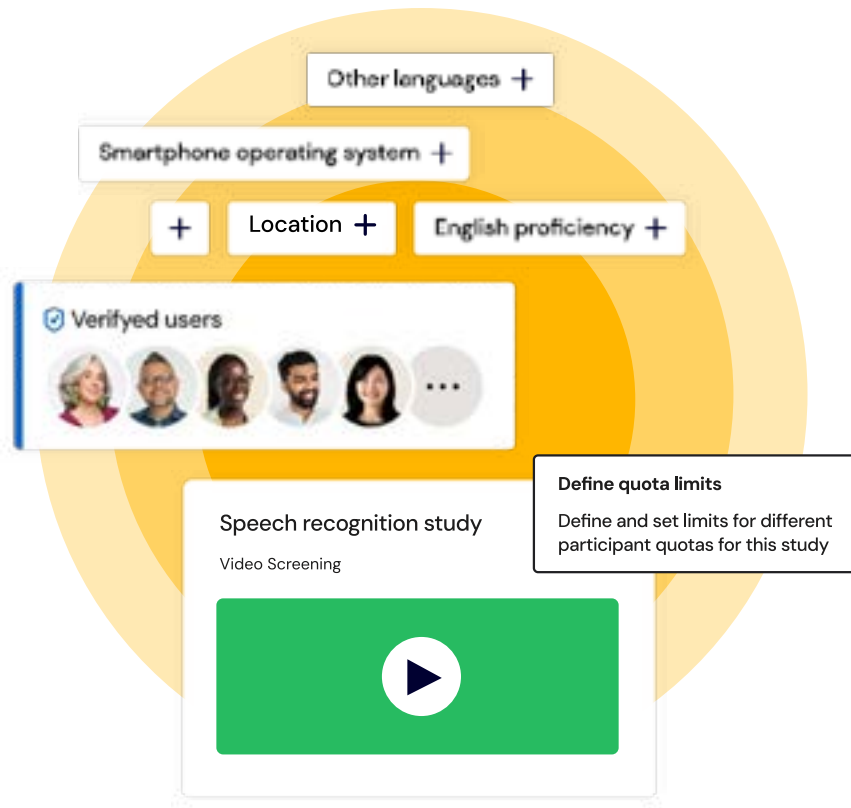
- Demographics
- Devices and operating systems
- AI usage
- Professional roles
- Experience levels
- Customer or user segments
- Screener responses
- Custom project tags

Track progress in real time and manage approvals by segment. With quota automation enabled, contributors from a completed segment are automatically held from further participation, helping prevent over-representation.

Better coverage produces better signals.



Capability Summary



With Auros, you can:

- **Target with precision:** Use rich demographic, behavioral, technical, and professional attributes to find the right contributors.
- **Screen for exact requirements:** Build qualification workflows using surveys, custom criteria, and skip logic.
- **Verify professional expertise:** Use LinkedIn and work-email verification to strengthen confidence in specialist contributors.
- **Balance contributor populations:** Set quota targets across segments and track fulfillment automatically.
- **Move quickly or maintain control:** Choose automated or manual qualification based on the needs of the program.
- **Protect the integrity of the work:** Combine matching, verification, fraud detection, quality signals, and human oversight.

From 1,000 generalists to 12 specialists, the right human input starts with the right people.



Global & Demographic Coverage

Human diversity at global scale.

AI systems interact with people across different countries, ages, languages, income levels, devices, abilities, and life experiences. Evaluating how those systems perform across real populations requires human input that reflects that diversity.

Auros provides access to millions of people across 34 core markets, with custom sourcing available beyond those markets through more than 40 vetted partner networks.

Whether you need broad population coverage or precisely defined demographic groups, the network gives teams the reach and diversity to generate data, evaluate outputs, and understand how AI performs across the people it is intended to serve.

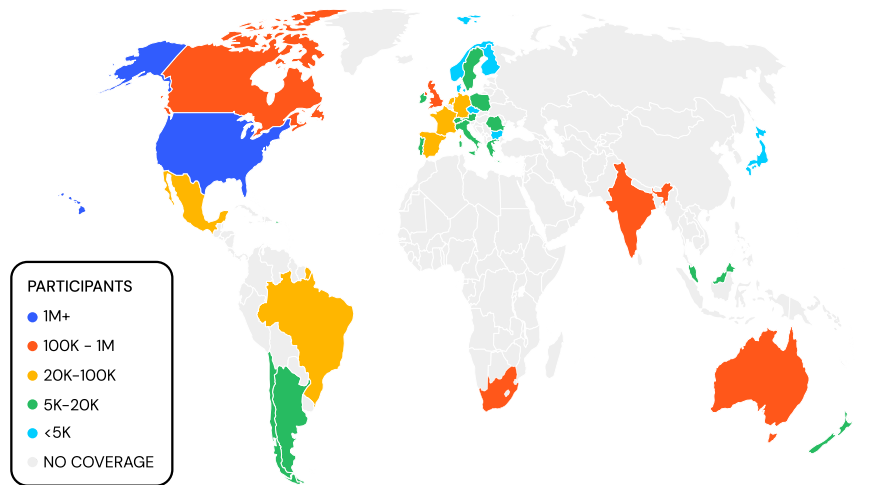


Representative AI starts with representative human input.



Geographic Breakdown - Core Markets

Human input from around the world.



AI systems increasingly operate across global markets, languages, cultures, and contexts. The Auros network spans 34 core markets across the Americas, APAC, and EMEA, giving teams access to people in the geographies where their AI products and experiences will be used.

For audiences beyond these markets, custom sourcing can extend access globally.

People behind the network.

"I enjoy the varied topics I get exposed to during the interviews."

- Kayva, Canada

"It's nice to have a view into a new technology or how a company wants. to position themselves."

- Marcus W., USA

"I enjoy the seamless workflows and intuitive navigation."

- Anand R., India

"You get to participate in interesting studies whilst meeting and chatting to people from the other side of the world... and on top of that, you get paid to do it!"

- Liam M., Whales

"I love the range of topics I get to discuss. Everything is easy to use and payment options are great. Researchers are always polite and prompt."

- Katherine T., Great Britain

"As a disabled person, being able to participate from home and earn a little extra to help get by is great!"

- Garth R., Australia

"I enjoy participating with people from around the world and the chance to give my input into new products being built."

- George L., South Africa

Country Counts



The Auros network covers 34 core markets across the Americas, APAC, and EMEA. Use this reach to source broad populations, regional audiences, multilingual contributors, and domain experts across global AI programs.

For audiences beyond these markets, Custom Recruitment can source participants globally.

North, Central, and South America

Country	Consumers	Professionals
United States	3,365,962	2,211,798
Canada	294,493	189,700
Brazil	99,531	51,210
Mexico	29,672	16,750
Chile	8,302	5,179
Argentina	7,141	4,256
Puerto Rico	6,534	4,296

Asia-Pacific

Country	Consumers	Professionals
India	276,727	101,958
Australia	103,120	65,866
New Zealand	12,138	7,950
Malaysia	10,976	5,607
Singapore	10,483	6,271
Japan	3,891	2,557

Europe, Middle East, and Africa

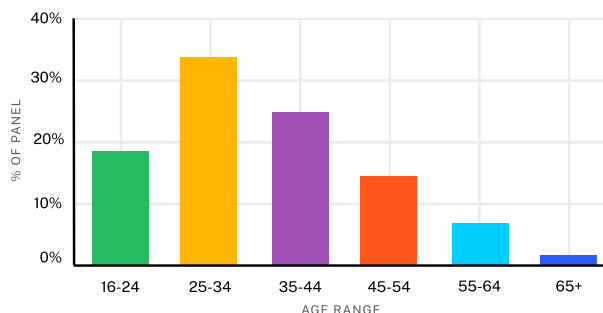
Country	Consumers	Professionals
South Africa	202,362	92,847
United Kingdom	185,410	128,804
France	74,869	31,558
Spain	63,929	25,559
Germany	59,006	28,958
Netherlands	28,258	13,059
Sweden	16,167	6,998
Poland	15,542	7,961
Italy	13,128	6,465
Portugal	13,108	7,567
Ireland	12,388	8,203
Romania	9,579	5,283
Belgium	7,932	3,627
Greece	7,259	4,143
Austria	6,226	2,810
Switzerland	5,241	2,899
Bulgaria	4,839	2,752
Czechia	4,490	2,188
Denmark	4,401	2,605
Norway	4,129	2,491
Finland	3,675	1,961



Demographic Breakdown

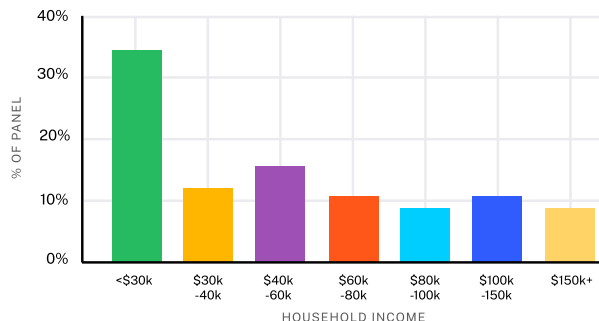
Build human datasets and evaluations that reflect the people your AI will serve.

Participants by age



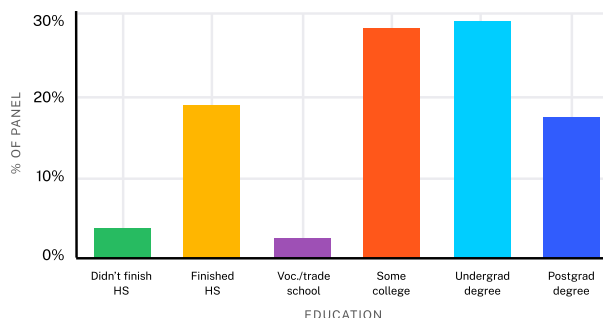
Target across age groups to evaluate how AI performs for people at different life stages and levels of digital experience.

Participants by household income



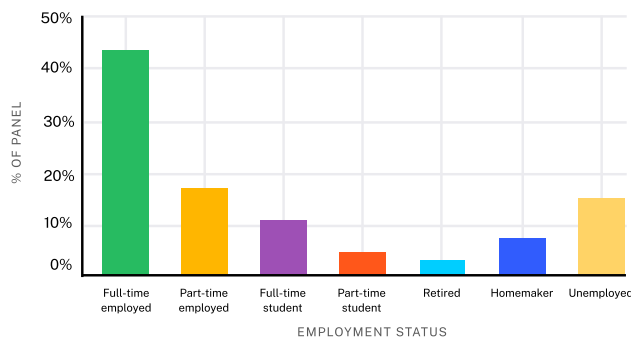
Reach people across income brackets to account for differences in access, behavior, purchasing power, and lived experience.

Participants by level of education



Recruit contributors across a wide range of educational backgrounds, from high school through postgraduate education.

Participants by employment status



Reach people across full-time, part-time, student, retired, homemaker, and unemployed populations.

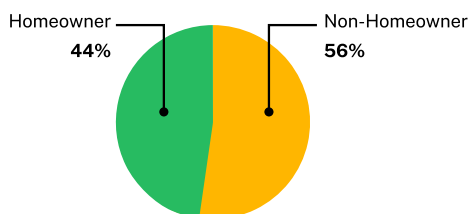
Participants with children

Age group	Participants
Infants <1 year old	198,661
Toddlers 1-3 years old	420,362
Preschoolers 4-5 years old	324,758

Age group	Participants
School-aged children 6-12 years old	716,964
Adolescents 13-17 years old	493,994
Adult children 18+ years old	632,698

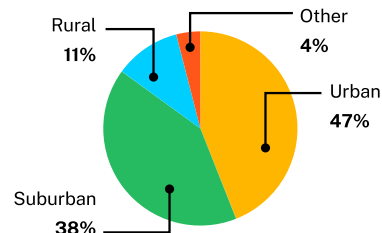
Target parents by the ages of their children when household context or family decision-making matters.

Homeownership



Recruit homeowners and non-homeowners for AI applications tied to housing, finance, insurance, utilities, or household services.

Neighborhood type



Reach urban, suburban, and rural populations to evaluate AI across different environments and contexts.



Language & Device Coverage

Evaluate AI across the environments people actually use.

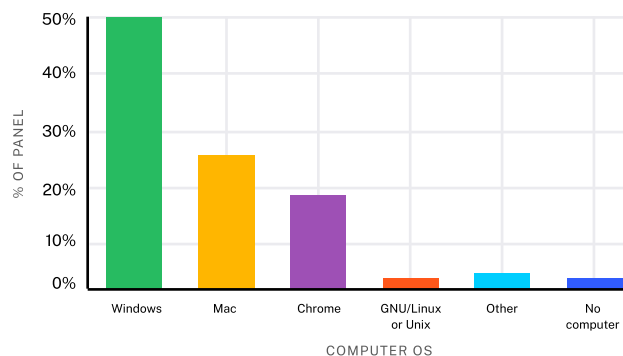
AI performance can vary by language, device, operating system, and interaction context. Auros gives teams the ability to source contributors across these dimensions.

Languages spoken other than English

Language	Participants
Spanish	116,977
Hindi	83,134
French	45,560
Portuguese	34,461
Zulu	23,840
German	18,059
Arabic	13,969
Tamil	13,627
Gujarati	12,815
Sesotho	12,055
Urdu	11,792
Italian	11,443
Chinese (Mandarin)	11,268
Telugu	11,094
Russian	9,892

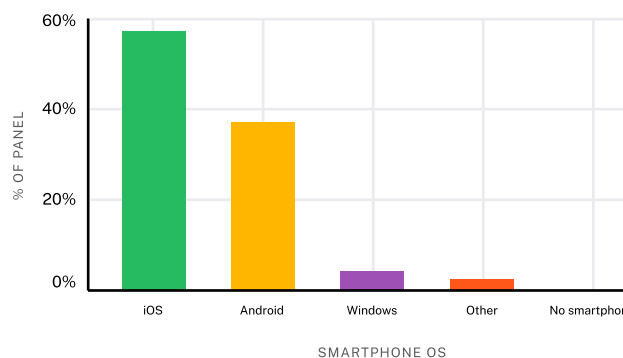
Auros includes multilingual contributors across a wide range of languages, making it possible to source human input for multilingual model evaluation, localization, and global AI experiences.

Computer operating system



Reach contributors using Windows, macOS, Linux/Unix, ChromeOS, and other computing environments.

Smartphone operating system



Recruit across iOS, Android, and other mobile environments to evaluate AI-powered mobile experiences in the contexts where they are actually used.

Human evaluation should reflect real-world variation, not just a single device, market, or language.



Human Data in Practice

Human data programs vary widely in scale and complexity. Some require thousands of broadly targeted contributors. Others depend on a small number of highly specialized professionals whose judgment is difficult to replace. Auros supports both.

Case study #1 — Large-scale physical data collection

Audience: 10,000+ technology participants across major U.S. metro areas

Work: Three-hour onsite data collection and physical-device testing

Customer: Research agency on behalf of a major technology company

Case study #2 — Expert evaluation of AI-generated financial outputs

Audience: 30 CFOs and senior finance leaders

Work: One-hour sessions across five iterative cycles reviewing financial reports and forecasts

Customer: Fintech company



Broad Human Data at Scale

When the task needs people, not specialists.

Not every AI program requires deep domain expertise. Many need broad populations to generate examples, provide preference signals, evaluate outputs, complete structured tasks, or expose a system to a wider range of human behavior.

The Auros network gives AI teams fast access to large consumer populations while still allowing demographic and occupational controls.

Well suited for:

- Preference ranking
- General model evaluation
- Multimodal data collection
- Voice or image collection
- Structured annotation
- AI experience evaluation
- Consumer agent testing



1.8M+

Participants in the network - used for fast, broad recruiting, plus access to vetted partner networks

4.6M

Sessions completed in the last 12 months

30.2M

Sessions completed all-time

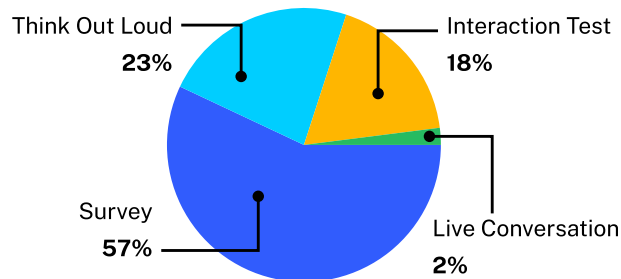


Speed & Scale

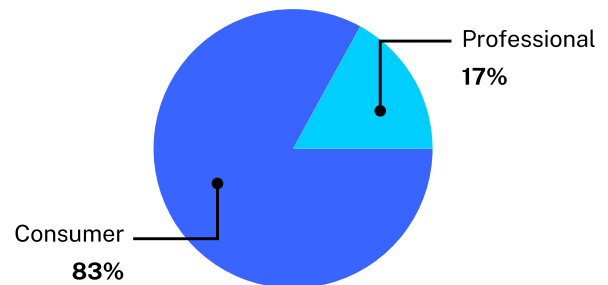
What broad human participation looks like

Different AI programs require different forms of human participation, from structured surveys to open-ended interaction and live evaluation.

Completed sessions by task type



Completed sessions by audience type



How quickly can human input scale?

16 min

Median time to first qualified match

39 min

Median time to first completed session

Same day

Typical completion window for broad-population projects

Speed does not mean giving up control. Teams can still apply demographic, occupational, device, and other targeting criteria to shape their contributor population while maintaining fast fulfillment.

Human Evaluation Across Digital Experiences

Case study #1 — Agent onboarding evaluation

Audience: Engineers who build and deploy AI agents

Work: One-hour think-aloud evaluation covering onboarding and building a first agent

Customer: AI infrastructure startup

Case study #2 — AI-assisted financial workflow evaluation

Audience: People responsible for accounting operations at SMBs

Work: One-hour guided task covering onboarding and an AI-assisted workflow

Customer: Fintech company powering global payment operations





Behavioral & Technology Targeting

Find people based on the tools, products, and AI workflows they actually use.

Realistic AI evaluation often requires more than demographic targeting. It requires contributors who understand the products, tools, platforms, and workflows an AI system is meant to support.

Auros allows teams to target people based on usage across hundreds of products and services, including productivity and collaboration tools, financial platforms, design software, streaming services, social platforms, smart devices, online marketplaces, and AI tools and workflows.

AI use case examples

- A workplace agent evaluated by people who use Slack, Microsoft Teams, Jira, or Notion
- A financial assistant evaluated by people familiar with specific banks or fintech products
- A design agent evaluated by experienced Figma or Adobe users

New in 2026: AI usage targeting.
Teams can target people based on the specific tasks and workflows they use AI for.

Product Category Overview

Product or Services Category	Participants
Social Networking Platforms	835,933
Online Streaming Services	800,677
Productivity & Project Management Software	798,885
Online Marketplace Platforms	722,993
Online Banking & Financial Management Tools	721,490
Traditional Banks	710,043
Smart Home and Gaming Devices	708,751
Food Delivery Services	660,656
Online Travel Booking Services	629,581
Vehicles Owned or Leased	600,515
Online Learning & Educational Platforms	544,359
Digital Design & Prototyping Tools	529,225
Health and Wellness Apps & Platforms	516,834

Social Media Platforms

Platform	Participants
Instagram	718,280
Facebook	660,198
TikTok	452,678
Pinterest	394,020
Snapchat	352,268
X (Twitter)	338,395
Reddit	309,441
Discord	218,777
Nextdoor	117,107



Product Usage Detail

Streaming Services

Service	Participants
Netflix	649,947
YouTube	614,192
Amazon Prime Video	577,596
Spotify	456,057
Disney+	439,424
Hulu	348,577
HBO Max	304,793
Apple TV+	240,556
Apple Music	235,448
Peacock	234,427

Reach people familiar with major entertainment and streaming platforms for content, recommendation, search, and conversational AI evaluation.

Smart Home & Gaming

Device or Service	Participants
Smart TVs and streaming devices	587,482
Video game consoles	301,605
Voice assistants	239,670
Smart doorbells	180,108
Smart lighting	143,650
Smart hubs	141,535
Smart appliances	129,717
Connected outdoor cameras	114,810
Smart thermostats	111,221
Connected indoor cameras	106,046

Recruit people who regularly interact with connected devices, voice assistants, consoles, and smart-home systems.

Vehicles Owned or Leased

Automaker	Participants
Toyota	108,157
Honda	93,663
Ford	90,909
Chevrolet	78,387
Nissan	57,432
Hyundai	57,140
BMW	48,169
Kia	40,932
Volkswagen	40,318
Jeep	38,327

Target owners and drivers of specific vehicle brands for automotive AI, mobility, in-car assistant, and connected-experience programs.

Productivity & Project Management

Tool	Participants
Microsoft Teams	667,887
Google Workspace	598,695
Zoom	424,016
Slack	150,483
iWork (Apple)	102,317
Notion	79,823
Jira	69,350
Trello	67,007
Asana	54,548
Evernote	49,567

Reach users of tools including Microsoft Teams, Google Workspace, Slack, Jira, Notion, Trello, and Asana for enterprise agent and workflow evaluation.

The closer the evaluator is to the real workflow, the more meaningful the signal.



AI Usage Targeting

Find people based on how they already use AI.

AI experience is becoming an important contributor attribute. Auros can target participants not simply based on whether they use AI, but by the tasks and workflows they rely on it for.

Current high-incidence use cases include:

- Brainstorming
- Communication and email drafting
- Learning and education
- Creative work
- Research
- Planning
- Writing
- Data analysis
- Coding

This targeting dimension was introduced in 2026 and is still growing as more participants complete their profiles. As adoption increases, AI usage data gives teams another way to identify contributors who understand the workflows, expectations, and failure modes relevant to the systems being evaluated.

Case study #1 — Evaluating AI use in clinical dentistry

Audience: Dentists who use AI in their clinical practice

Work: Interviews exploring AI use across diagnostics, imaging, treatment planning, and patient monitoring

Customer: Dental product manufacturer and technology company

Case study #2 — Agent builder onboarding evaluation

Audience: Engineers who build and deploy AI agents

Work: Guided evaluation of onboarding and first-agent creation

Customer: AI infrastructure startup



Inclusive AI Evaluation

AI should work for the people it is intended to serve.

An AI system can perform well overall and still fail for people who interact with technology differently. Someone using a screen reader, voice control, magnification, adapted input device, or other assistive technology may encounter failure modes that are invisible in general-population evaluation.

Auros provides access to more than 415,000 people who have self-reported a disability, use assistive technology, or both. This makes it possible to evaluate AI systems across a broader range of human abilities, interaction modes, and accessibility needs.

415,865

Accessibility panel

289,528

Participants with a disability

184,216

Participants using assistive technology

Participants with a disability

Disability	Participants
Mental health conditions (e.g., depression)	167,036
Cognitive (e.g., ADHD, learning disabilities)	115,347
Mobility (physical disabilities)	40,687
Vision (e.g., blindness, low vision)	26,532
Auditory (e.g., hearing loss)	15,496
Other	31,567

Participants by assistive technology

Technology	Participants
Color/Contrast tools	83,462
Zoom/Magnification	81,862
Screen readers	51,840
Voice control	47,407
Hearing-related support	24,361
Adapted input devices	18,755
Cognitive/learning support	15,732
Eye-tracking	14,568
Mobility/Movement support	12,750

Inclusive evaluation helps surface failures that aggregate performance metrics can miss.



Accessibility Case Studies

Garth R., Member of our Accessibility Panel

“I have enjoyed being able to offer my opinion on a variety of topics. As a disabled person, being able to do it from home and earn a little extra to help get by is great!”

Case study #1 — Evaluating digital experiences with assistive technology users

Audience: Visually impaired people who use assistive settings on digital devices

Work: 90-minute web and mobile evaluation

Customer: Agency on behalf of a travel-booking platform

Case study #2 — Hearing-related human data collection

Audience: 85 people who use hearing aids daily

Work: 15-minute structured survey exploring hearing across different environments

Customer: Hearing-care technology company

Accessibility expertise can support both AI experience evaluation and the collection of human data from populations that are often underrepresented.



Human Data for AI

Train, evaluate, and improve AI with real people.

AI systems depend on human input throughout their lifecycle. People generate data, provide examples, rank outputs, surface failures, apply domain expertise, and determine whether AI behaves in ways that are actually useful in the real world.

Auros connects AI teams with the people they need to do that work, from broad consumer populations to highly specialized professionals.

477

AI training projects in the last 12 months

34,365

Completed sessions in the last 12 months

85%

Annual growth in AI training projects

01 — Training & fine-tuning

Source human-generated examples, demonstrations, labels, annotations, and domain-specific data to improve model performance.

02 — Preference data & alignment

Ask people to compare outputs, rank responses, identify preferred behaviors, and provide the human judgment signals that help AI better reflect real expectations.

03 — Human evaluation

Evaluate model responses for accuracy, relevance, completeness, clarity, trustworthiness, and usefulness.

04 — Expert evaluation

Bring verified professionals into the loop when correctness depends on specialized knowledge.

05 — Agent evaluation

Put agents in front of the people who understand the workflows they are designed to perform and evaluate their actions, decisions, and outcomes.



What Human Data for AI looks like

Healthcare and bioscience

Recruit patients, clinicians, and specialists for diagnostic model development, expert evaluation, multimodal data collection, and domain-specific judgment.

Technology and AI

Engage software engineers, technical professionals, and AI users for model evaluation, coding tasks, agent testing, technical review, and frontier-model development.

Financial services

Reach business owners, finance professionals, and specialists for document interpretation, output evaluation, financial reasoning, workflow testing, and fraud-related use cases.

Consumer technology

Recruit diverse consumer populations for large-scale image, audio, video, voice, preference, and interaction data.

Scale

25

Median participants
in an AI training project

300+

Participants requested
by the largest 10% of
projects

2,700+

Participants exceeded
by the most ambitious
projects

10,000+

Technology testers
recruited in one U.S.
engagement

Case study #1 — Large-scale multimodal technology data collection

Audience: 10,000+ technology participants across major U.S. metros

Work: Three-hour onsite data collection and physical-device testing

Customer: Research agency on behalf of a major technology company

Case study #2 — Multimodal data collection for AI-powered diagnostics

Audience: Hundreds of people with specific health conditions

Work: App-based testing with multimodal data collection

Customer: Leading neurotechnology company developing an AI-powered diagnostics application



Professional & Expert Network

Human expertise for the domains where getting it right matters.

Some AI tasks can be evaluated by almost anyone. Others cannot.

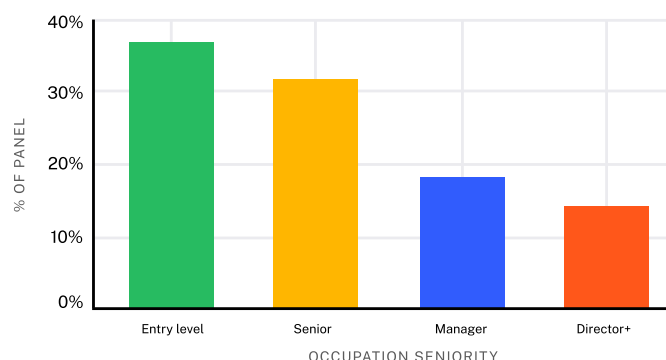
When teams build AI for healthcare, finance, software development, enterprise operations, or other specialized environments, high-quality evaluation often requires people who understand the work itself.

Auros provides access to a network of 3.2 million professionals across 140 industries, with targeting across job title, skills, seniority, company size, occupation, industry, and work setting.

Whether you need an experienced software engineer to evaluate a coding agent, a financial professional to review AI-generated analysis, or a healthcare practitioner to assess a clinical response, Auros helps connect AI teams with people who can apply real domain expertise.

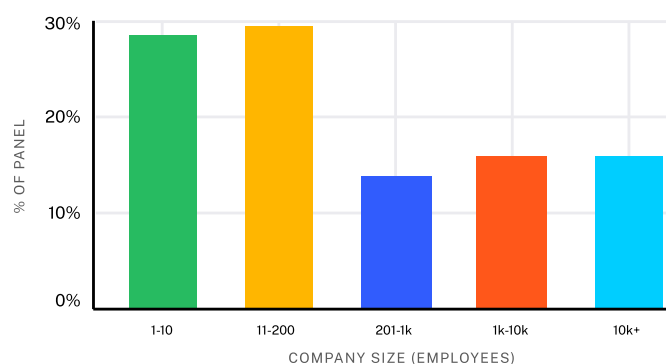


Participants by seniority



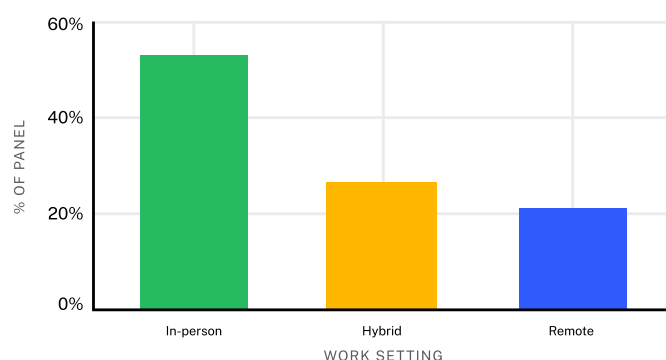
Our professional panel spans the full seniority spectrum, giving you access to **decision-makers** and **practitioners** alike.

Participants by company size



Company size is well distributed across our panel, making it straightforward to recruit from startups, mid-market companies, and large enterprises.

Participants by work setting



More than half of our professional panel works in-person, but strong hybrid and remote representation makes it easy to recruit across all working arrangements.



Professional Expertise by Occupation & Industry

A sample of professional expertise in the network

Occupation Group	Participants	Projects Requesting
Management Occupations	1,447,288	6,222
Office and Administrative Support Occupations	1,133,300	2,955
Sales and Related Occupations	975,823	2,433
Computer and Mathematical Occupations	766,745	3,723
Business and Financial Operations Occupations	751,908	4,012
Healthcare Practitioners and Technical Occupations	574,967	1,177
Arts, Design, Entertainment, Sports, and Media Occupations	515,978	1,645
Architecture and Engineering Occupations	217,448	1,591

Auros supports targeting across 73,000+ unique job titles, making it possible to find contributors based not simply on demographics, but on the real work they perform. The categories shown here are only a sample of the professional expertise represented in the network.

A sample of industries

Software & Technology	Participants
Information Technology and Services	75,329
Computer Software / SaaS	49,407
Telecommunications	19,582

Healthcare	Participants
Healthcare — Hospital	83,343
Healthcare — Medical Practice	74,518
Healthcare — Nursing	61,679

Education	Participants
Education — Primary/Secondary	111,827
Education — Higher EDU	42,807
Education — Management	19,805

Financial Services	Participants
Financial Services	49,488
Insurance	41,616
Banking	35,415

Hospitality & Food	Participants
Food & Beverages	87,816
Hospitality	49,998
Restaurants	27,912

Consumer & Retail	Participants
Retail	87,361
Consumer Services	48,453
Consumer Goods	29,057

Construction & Real Estate	Participants
Construction/Building Materials	81,668
Real Estate	43,639
Architecture & Planning	13,851

Transportation & Logistics	Participants
Transportation/Trucking/Railroad	35,501
Logistics and Supply Chain	19,310
Warehousing	15,651

Professional Services	Participants
Marketing and Advertising	42,254
Accounting	36,271
Human Resources	14,414

Government & Non-Profit	Participants
Non-Profit Organization	32,063
Government Administration	31,646
Civic & Social Organization	8,661

Auros supports professionals across 140 industries. These examples represent only a portion of the network. If your AI program requires a specialized role, industry, workflow, or domain, our team can assess feasibility or build a custom sourcing strategy.

A generalist can tell you whether an answer sounds plausible. A domain expert can tell you whether it is correct.

Specialized Expertise without the Traditional Sourcing Burden

Finding broad populations is relatively straightforward. Finding people with a specific combination of role, experience, skill, industry, geography, and professional credibility is much harder.

That ability becomes especially important for AI programs where the quality of the human judgment determines the quality of the evaluation.

Auros combines rich professional profiles, skill and occupation targeting, professional verification, custom screening, quality history, matching technology, and custom sourcing when required to help teams reach the people whose expertise is relevant to the work.



You don't just need a human in the loop. You need the right human in the loop.





Business & Functional Experts

Evaluate AI with the people who understand the decisions and workflows it affects.

Directors, executives, operators, and business owners bring something AI evaluation often needs: context. They understand how decisions are made, how workflows actually operate, what exceptions matter, and what “good” looks like inside a real business.

Auros gives AI teams access to senior professionals across functions and industries, making it possible to evaluate AI against the standards of the people who perform or oversee the work.

73,621

Director-level or above participants

Useful for programs involving:

- Business decision-making
- Enterprise workflow evaluation
- AI-generated analysis
- Executive assistants and copilots
- Operations agents
- Sales and service workflows
- Strategic planning
- Functional domain judgment

Participants by seniority	Participants
Director	41,634
Partner	10,916
Owner	8,753
Vice President (VP)	7,494
Chief X Officer (CxO)	4,824

Top Industries	Participants
Information Technology and Services	3,356
Non-Profit Organization	3,312
Education	3,246
Financial Services	2,651
Computer Software / SaaS	2,170
Healthcare	2,131

Top Occupations	Participants
Managing Director (General)	5,567
Vice President (General)	2,485
Chief Executive Officer	1,642
Director of Operations	1,408
Operations Manager (General)	1,321
Administrative Supervisor	809
Director of Sales	801
Business / Management Consultant	782
Technical Manager / Director	764
Director of Marketing	626

Top Skills	Participants
Management	5,104
Leadership	4,016
Sales	3,740
Communications	2,983
Business Marketing	2,540
Customer Service	2,359
Project Management	2,335
Microsoft Excel	2,064
Digital Marketing	2,063
Operations	1,406

Average incentives by study type	Avg. Incentive (USD)
1:1 Interview	\$135
Focus Group	\$456
Unmoderated Task	\$47
Multi-Day Study	\$500

AI can generate an answer. Experienced operators can tell you whether it would work in the real business.



Small Business Owner Segment

604,345

Small business owners

Small business owners combine functional expertise with direct responsibility for outcomes. They often make decisions across finance, operations, sales, technology, staffing, customer service, and procurement, making them a valuable contributor population for AI systems designed to support SMB workflows.

Average incentives by study type	Avg. Incentive (USD)
1:1 Interview	\$101
Focus Group	\$250
Unmoderated Task	\$38
Multi-Day Study	\$297

Top Industries	Participants
Construction/Building Materials	29,767
Information Technology and Services	20,475
Real Estate	20,298
Marketing and Advertising	19,317
Health, Wellness and Fitness	18,797
Food & Beverages	18,479

Case study #1 — Evaluating AI-generated financial outputs

Audience: 30 CFOs and senior finance leaders

Work: One-hour sessions across five iterative cycles reviewing financial reports and forecasts

Customer: Fintech company

Case study #2 — Business workflow and purchasing expertise

Audience: Restaurant owners and managers

Work: 30-minute interviews focused on POS evaluation and decision-making

Customer: Point-of-sale technology provider



Technology & Engineering

Put AI in front of the people who know how technology actually works.

With more than 205,000 technology professionals, Auros provides access to software engineers, data professionals, IT specialists, DevOps practitioners, technical support professionals, UX practitioners, and other technology experts.

These contributors can help AI teams:

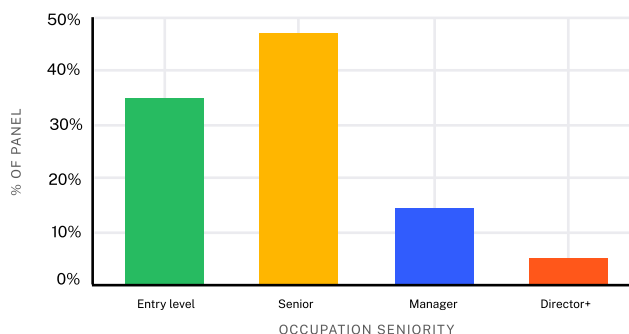
- Generate technical training data
- Evaluate code and technical answers
- Review model outputs
- Test developer tools
- Evaluate coding agents
- Complete realistic software workflows
- Identify technical failure modes
- Compare agent decisions and outcomes

Nearly half of this segment is made up of experienced professionals, making it well suited for tasks where domain knowledge matters more than general technical familiarity.

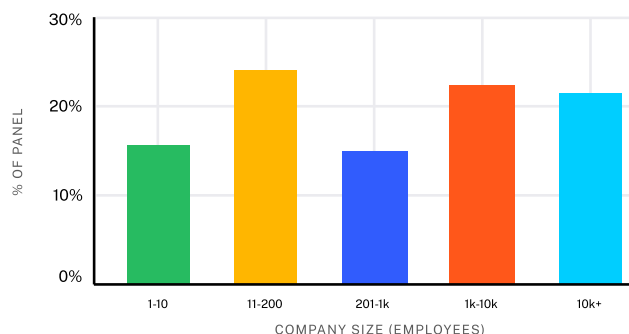
205,748

Technology professionals

Participants by seniority



Participants by company size



AI usage targeting: Target technology professionals based on how they already use AI in their work.



Technology Skills & Tools

Technical occupations	Participants
Software Developer / Engineer	38,824
Data Analyst	19,017
Technical Support Engineer/Analyst	18,200
IT Specialist / Engineer	7,025
Mechanical Engineer	6,398
Business Analyst	5,769
Web Developer	5,432
User Experience (UX) Designer	3,915
Systems Administrator	3,346
Systems Analyst	3,270

Recruit by the actual role responsible for performing, reviewing, or overseeing the technical task.

Technical skills	Participants
Python	15,315
Microsoft Excel	8,234
Data Analysis	7,649
Microsoft Azure	5,369
React.js	4,682
Project Management	4,656
Web Development	3,901
User Experience Design (UX)	3,395
Java 8	3,333
Cyber Security	3,132
JavaScript	3,017
Power BI	3,006
DevOps	2,745
Computer Programming	2,722
Software Development	2,551

Go beyond job title and target the specific technical skills required for the work.

Productivity & project-management tools	Users in Segment
Microsoft Office	46,050
Google Workspace	40,837
Zoom	31,555
Slack	20,776
Jira	19,691
Notion	10,720
Trello	10,020
iWork	8,370
Miro	7,012
Asana	6,986
Evernote	5,654
Airtable	3,766
Basecamp	3,001
Coda	2,182
Wrike	1,595

Recruit people familiar with the enterprise environments where agents increasingly operate.

Design & prototyping tools	Users in Segment
Canva	26,739
Figma	18,080
Adobe Creative Cloud	17,056
Adobe XD	10,446
Sketch	5,581
InVision	3,756
Axure RP	3,043
Balsamiq	2,890
Zeplin	2,165
Marvel	2,165

Target contributors based on the tools they use in real product and design workflows.



Technology Case Studies

George L., DevOps Developer and Member of our Technology Panel

“I enjoy the fact that I’m the first one to see new products and test them out, and I get a chance to give input into building products and being part of a global community. I also get compensated for doing what I like doing.”

Case study #1 — Domain expertise from enterprise data engineers

Audience: Data engineers and data architects at enterprise companies

Work: Evaluation of challenges and workflows across database solutions

Customer: Cloud data platform

Case study #2 — Agent builder onboarding evaluation

Audience: Engineers who build and deploy AI agents

Work: One-hour think-aloud evaluation covering onboarding and creation of a first agent

Customer: AI infrastructure startup

For technical AI evaluation, experienced practitioners provide signals that generalists cannot.



Finance Expertise

Bring human judgment to AI operating in high-stakes financial contexts.

AI used in finance must do more than produce plausible language. Outputs may need to reflect accounting rules, financial logic, risk considerations, regulatory constraints, business context, and professional judgment.

Auros gives AI teams access to accountants, financial analysts, advisors, auditors, loan officers, controllers, planners, underwriters, and other finance professionals.

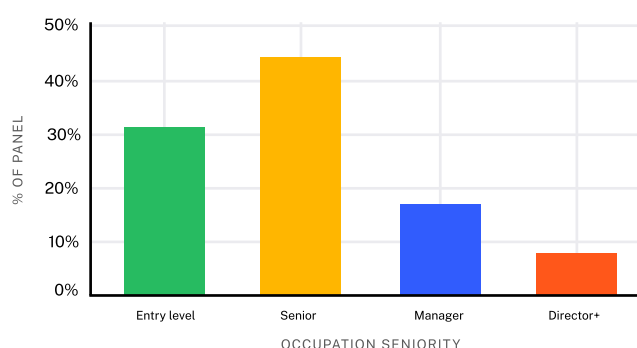
60,949

Financial specialists

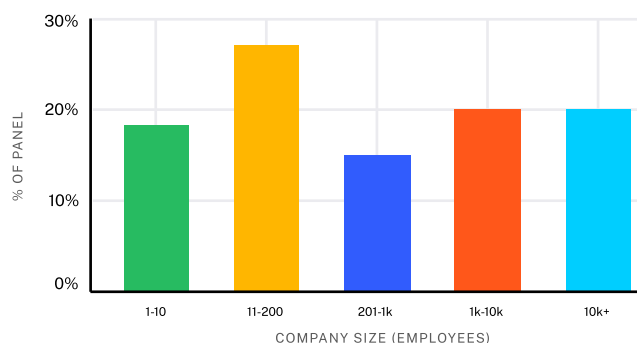
These contributors can help teams:

- Evaluate AI-generated financial analysis
- Review calculations and assumptions
- Assess document interpretation
- Judge model outputs for accuracy and completeness
- Evaluate financial agents and workflows
- Generate domain-specific examples
- Surface high-risk errors or omissions

Participants by seniority



Participants by company size



Top occupations	Population Estimate
Accountant	20,853
Personal Financial Advisor	5,151
Financial Analyst	5,083
Auditor	2,816
Loan Officer	2,641
Mortgage Loan Officer	2,223
Insurance Underwriter	1,697
Controller	1,551
Tax Preparer	1,402
Financial Planner / Investment Consultant	1,388

Top skills	Participants
Accounting	6,275
Microsoft Excel	5,074
Corporate Finance	2,130
Financial Analysis	1,936
Customer Service	1,924
Sales	1,724
Financial Accounting	1,625
Auditing	1,506
Accrual Accounting	1,393
Accounts Payable	1,321



Finance Product Usage

Financial expertise and real-world product usage

AI teams may need both professional and consumer perspectives. Professionals can evaluate whether a system's outputs are technically or financially sound. Consumers can help evaluate whether those outputs are understandable, trustworthy, and useful in real financial experiences.

Traditional banks	Participants
Capital One	130,710
Bank of America	125,292
JPMorgan Chase	119,854
Wells Fargo	86,813
Citibank	53,680
TD Bank	39,310
PNC Bank	32,756
PNC Bank	32,310
Citizens Bank	19,391
Truist Bank	17,820

Recruit customers of major banks for AI assistants, service agents, financial guidance, and digital banking evaluation.

Average incentives by study type	Avg. Incentive (USD)
1:1 Interview	\$118
Focus Group	\$265
Unmoderated Task	\$34
Multi-Day Study	\$226

Online banking & fintech	Participants
PayPal	540,858
Venmo	300,855
Zelle	288,167
TurboTax	133,480
Chime	127,186
Robinhood	89,257
Acorns	53,652
SoFi Money	48,627
Mint	48,627
Quicken	22,950
Betterment	19,255
Personal Capital	17,168
YNAB	17,168
Wealthfront	13,653

Reach active users of fintech platforms for evaluation in realistic financial contexts.

Need a specific financial audience? Talk to Auros about the expertise, experience, and product familiarity your AI program requires.



Financial Expertise in Practice

Case study #1 — Evaluating AI-generated financial outputs

Audience: 30 CFOs and senior finance leaders

Work: One-hour sessions across five iterative cycles reviewing financial reports and forecasts

Customer: Fintech company

Case study #2 — SMB financial workflow evaluation

Audience: People responsible for accounting operations at small and midsize businesses

Work: One-hour guided evaluation covering onboarding and workflow completion

Customer: Fintech company powering global payment operations

The higher the consequence of an incorrect answer, the more important the evaluator's expertise becomes.



Healthcare Expertise

When AI can influence care, generalist judgment isn't enough.

Healthcare AI often requires evaluation by people who understand clinical context, terminology, risk, and the consequences of an incorrect recommendation.

Auros provides access to more than 110,000 healthcare practitioners, including nurses, physicians, pharmacists, therapists, case managers, and other specialists.

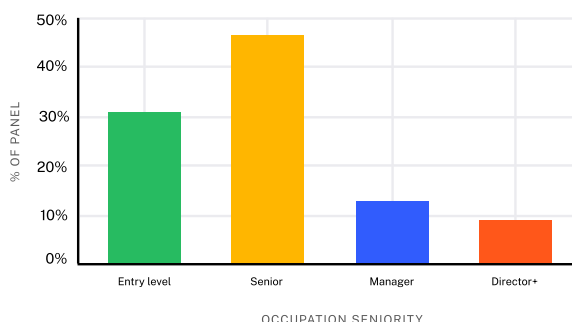
110,778

Healthcare practitioners

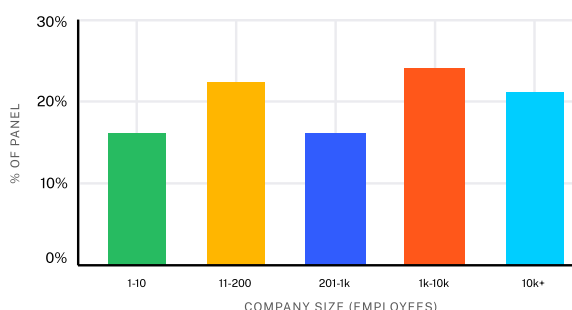
AI teams can engage healthcare professionals:

- Evaluate clinical outputs
- Identify inaccuracies and omissions
- Review medical terminology and reasoning
- Compare model responses
- Assess AI-generated patient communication
- Evaluate clinical workflows
- Generate expert demonstrations and domain-specific examples

Participants by seniority



Participants by company size



Top occupations	Participants
Registered Nurse	41,963
Pharmacist	4,930
Physical Therapist	4,718
Family / General Practitioner	4,654
Case Manager	3,936
Physician (Other)	3,238
Occupational Therapist	3,106
Speech Language Pathologist	2,989
Nurse Practitioner	2,930
Dietitian / Nutritionist	2,789

Top skills	Participants
Nursing	4,263
Clinical Nursing	2,121
Clinical Assessments	2,089
Medication Administration	1,717
Cardiovascular Resuscitation/CPR	1,689
Peripheral IV	1,674
Advanced Cardiovascular Life Support (ACLS)	1,575
Patient Assessment	1,554
Patient Assessment	1,469
Patient Education	1,393

A response can sound medically plausible and still be wrong. Domain experts can tell the difference.



Healthcare Case Studies

Use these benchmarks as a starting point when planning compensation for healthcare professional participation.

Case study #1 — Evaluating AI in clinical dentistry

Audience: Dentists who use AI in their clinical practice

Work: 45-minute sessions exploring AI use across diagnostics, imaging, treatment planning, and patient monitoring

Customer: Dental product manufacturer and technology company

Case study #2 — Expert evaluation of neurological-device workflows

Audience: Doctors and nurses who work with epilepsy patients in New York City

Work: In-person sessions evaluating the process of programming epilepsy devices

Customer: Insights agency on behalf of a medical-device manufacturer



Amber S., VP of Operations for a national healthcare company, Licensed Chemical Dependency Counselor, and Member of our Healthcare Practitioners Panel

"As a full-time healthcare worker, mom, wife, and volunteer, I often need some time to be alone and unwind and these studies help me do that, while making extra income on the side!"

When AI operates in specialized domains, access to the right expertise is part of the quality infrastructure.



Human Data Integrity

Know who is behind your data.

As AI-generated content becomes easier to produce, simply collecting responses is no longer enough. Teams need confidence that the people generating examples, evaluating outputs, and applying judgment are real, relevant, and qualified for the task.

Auros combines identity signals, behavioral data, professional verification, matching technology, fraud detection, and human oversight to protect the integrity of the human data behind AI.

98.6%

Positive post-session ratings

7.3%

No-show rate for moderated sessions

0.6%

Sessions reported for suspected fraud

0.2%

Sessions confirmed as fraudulent

How our matching system works

01 — Match against requirements

Evaluate profile attributes, skills, demographics, technology usage, and other relevant criteria.

02 — Screen for fit

Use custom screening and qualification logic to identify contributors who meet the task requirements.

03 — Balance speed, quality, and network health

Prioritize strong matches while maintaining fast fulfillment and avoiding overuse of individual contributors.

04 — Invite the right contributors

Notify qualified participants and manage participation efficiently.

Our matching system is informed by years of recruiting and participation data and continues to improve over time. AI-based matching helps capture the nuance of complex project requirements beyond simple keyword matching, improving the likelihood that the people selected actually fit the work.

<1 hr

Median time to first qualified match

For AI teams, human identity and expertise are part of the data quality problem.



How We Protect Human Authenticity

Designed to keep machines from impersonating the humans you need.

Fraud prevention is increasingly important in an AI world. The goal of human data is to capture real human judgment, expertise, behavior, and experience. That value disappears if the people contributing to the work are misrepresented, automated, or using AI to fabricate qualifications.

Layer 1 — Participant-level detection

Every new participant is evaluated against more than 50 fraud signals during signup before they can begin participating in projects.

Layer 2 — Project-level protection

Our systems identify projects that may be more susceptible to fraud and adjust matching toward higher-confidence contributors.

Layer 3 — Quality and verification signals

Teams can evaluate participation history, quality ratings, professional verification, work-email verification, flagged screener behavior, and video screening where appropriate.

Layer 4 — Human oversight

For managed projects, experienced coordinators provide an additional layer of review and can investigate questionable profiles, replace participants, and resolve quality issues.

What's new

- Better detection of suspicious occupation patterns
- Automatic removal of participants using AI-generated screener responses
- Additional IP-level fraud signals
- Tighter fraud thresholds as new patterns emerge
- Continuous closure of newly identified loopholes

Human data should come from humans.



Programmatic Access, Growth & Engagement

Humans in the loop, wherever you build.

Human input should fit into AI workflows, not sit outside them. AI development happens across model-development environments, internal tooling, evaluation systems, AI-native applications, and agent workflows.

Auros makes the human network accessible programmatically so teams can bring human input closer to where models and agents are being built. Through API and MCP integrations, teams can launch work, define audiences, set screening criteria, and access the network from the tools and environments they already use.

109,000+

Sessions completed through API-based recruiting in the last 12 months

20%+

Sessions completed through API-based recruiting

MCP access

With MCP-compatible integrations, teams can bring human input directly into AI-native workflows, including Claude, ChatGPT, Cursor, and other MCP-compatible environments.

Model / Agent > Auros > Right Humans > Human Judgment > Back into your workflow

Example workflows:

- Trigger human evaluation after a model update
- Recruit domain experts for edge cases
- Launch preference collection from an AI workflow
- Source contributors for agent evaluation
- Bring fresh human judgment into iterative development cycles

Network growth & engagement

7.6M

Unique people

18.6%

Annual participant growth

5.1M

Sessions completed in the last 12 months

Scale matters, but active participation matters more. Auros continues to grow the network through trusted acquisition channels and maintains a large population of contributors who return to participate repeatedly. That gives teams access not just to profiles in a database, but to an active human network.



Ways Humans Can Contribute

Different AI tasks need different kinds of human input.

There is no single format for human data. Some programs need structured judgments from thousands of people. Others require repeated evaluation from a small group of domain experts. Still others depend on live interviews, multimodal collection, or in-person participation.

Auros supports a range of contribution methods so the format can match the work.

Structured surveys

Capture preferences, ratings, labels, classifications, and large-scale evaluation signals.

Think-aloud evaluation

Understand how people interpret, interact with, or respond to an AI system.

Multi-day engagements

Support repeated contribution, longitudinal tasks, iterative evaluation, or complex workflows.

Asynchronous tasks

Collect structured or open-ended human input efficiently at scale.

Live expert sessions

Engage specialists directly when deeper judgment or explanation is required.

In-person participation

Collect physical-world, multimodal, device, sensor, or location-specific data.

Compensation varies based on the level of effort, time commitment, rarity of the audience, and expertise required. Professional and specialized contributors typically command higher incentives than broad consumer populations, reflecting both their scarcity and the value of their expertise.

Completed sessions by contribution type	Consumer Sessions	Professional Sessions
1:1 Interview	77,659	40,488
Focus Group	45,664	1,705
Unmoderated Task	264,300	61,653
Multi Day Study	14,247	1,233

Typical project size	1:1 Interview	Focus Group	Unmoderated Task	Multi-Day Study
50th Percentile	6	15	10	16
90th Percentile	20	48	50	50
99th Percentile	120	200	200	200

Incentive benchmarks	Consumer Incentives (USD)	Professional Incentives (USD)
50th Percentile	\$50	\$70
90th Percentile	\$150	\$180
99th Percentile	\$375	\$400

Match the human contribution method to the signal you need.



Specialized Human Sourcing

When the expertise is rare, we go find it.

Some AI programs require people no general-purpose network can reliably provide on demand. Highly specialized professionals, regulated-domain experts, low-incidence populations, geographic constraints, complex qualification criteria, and in-person programs often require more than self-service targeting.

Auros combines its proprietary human network with custom sourcing expertise and more than 40 vetted partner networks to reach people who are difficult to find.

Rare domain experts

Specialized clinicians, engineers, financial professionals, compliance experts, and other low-incidence roles.

High-stakes or regulated environments

Healthcare, finance, legal, government, and other contexts requiring elevated rigor.

Geographic precision

Specific cities, states, regions, or markets outside the core network.

In-person and multimodal programs

Physical-device testing, onsite collection, sensor data, voice, image, video, and other complex formats.

Complex qualification

Multi-step screening, credential review, sequential qualification, and hands-on vetting.

Large-scale custom sourcing

Programs requiring substantial volume outside standard panel availability.

Managed fulfillment

Sourcing, scheduling, incentive management, coordination, and QA.

Think of specialized sourcing as an extension of the network. When the audience is too rare, too complex, or too important to leave to standard recruiting, Auros can build a sourcing strategy around the exact expertise your AI program requires.

Case study — Specialized accessibility sourcing

Audience: Visually impaired participants in the UK who use screen readers and have experience ordering food online

Work: Moderated evaluation sessions

Customer: Food-delivery platform

Anyone can find generalists. The harder problem is finding the twelve people whose expertise actually determines whether the answer is right.



Why AI Teams Choose Auros

The right human input can determine how good your AI becomes.

AI systems need more than data. They need people who can determine whether an answer is correct, whether an agent completed a task successfully, whether an output is useful, and whether a system behaves appropriately for the people it is designed to serve.

Auros gives AI teams access to a global human network capable of providing that data, judgment, and expertise.

Reach the right humans at scale

Access 7.6 million people, including 3.2 million professionals across 140 industries.

Find expertise, not just profiles

Target by job title, skills, seniority, industry, technology usage, behavior, professional verification, and more.

Build higher-quality human data

Use screening, quotas, matching, identity signals, fraud detection, and quality controls to improve confidence in the people behind the work.

Bring specialists into high-stakes AI

Reach healthcare practitioners, engineers, finance professionals, executives, business owners, and other domain experts.

Support both breadth and depth

Run programs ranging from thousands of broad contributors to small groups of highly specialized evaluators.

Integrate human judgment into AI workflows

Connect to the network programmatically through APIs and MCP-compatible environments.

Go beyond the network when needed

Use specialized sourcing for rare, complex, regulated, or geographically constrained audiences.

Independent by design

Auros does not build the models or agents it is asked to evaluate. That independence matters. Human evaluation is more credible when the organization providing the evaluators does not have a stake in whether the AI system succeeds or fails.

Talk to Auros

You don't just need a human in the loop. You need the right human in the loop.



The human network behind AI

About Auros

Auros, headquartered in Bellevue, Washington, provides the customer insights and human expertise that product, marketing, and AI research teams need to succeed in the AI era. Backed by a network of 7.6 million verified people and two decades of recruiting and verification infrastructure, Auros is also the company behind UserTesting and User Interviews.