

Model: ChatGPT Instant (likely GPT 5.6 Luna or Terra)

Date: Aug 19, 2026

Prompt: create a short questionnaire about cookies. The objective is to understand the general public's favorite type of cookie, choosing from the classic types of cookies.

Short Cookie Preference Questionnaire

Objective: Understand the general public's favorite classic cookie type and the characteristics that drive preference.

S1. Cookie consumption

How often do you typically eat cookies?

Select one.

- Several times a week or more
- About once a week
- 2–3 times a month
- About once a month
- Less often than once a month
- Never

TERMINATE if Never

Q1. Cookie types eaten

Which of the following types of cookies have you eaten in the past 12 months?

Select all that apply.

- Chocolate chip
- Sugar
- Oatmeal raisin
- Peanut butter
- Snickerdoodle
- Shortbread
- Ginger/molasses
- Double chocolate/chocolate
- White chocolate macadamia
- Other classic cookie type: _____
- None of these

Q2. Favorite cookie

Which ONE of these is your favorite type of cookie?

Select one. Show types selected in Q1.

- [PIPE SELECTIONS FROM Q1]

Q3. Reasons for preference

Why is [Q2 FAVORITE] your favorite type of cookie?

Select all that apply.

- The flavor
- The texture
- The sweetness level
- The ingredients or mix-ins
- It feels nostalgic or familiar
- It goes well with coffee, tea, or milk
- It feels especially indulgent
- It's a simple/classic choice
- Other: _____

Q4. Ideal texture

Regardless of which type you chose, what texture do you prefer in a cookie?

Select one.

- Very soft
- Soft and chewy
- Chewy with crisp edges
- Mostly crisp/crunchy
- Very crisp
- No preference

Q5. Favorite cookie — unaided

If you could have any cookie right now, what kind would you choose?

Open-ended.

Classification

Age: 18–24 / 25–34 / 35–44 / 45–54 / 55–64 / 65+

Gender: Woman / Man / Nonbinary / Another identity / Prefer not to answer

Recommended design note: Randomize the cookie types in Q1 rather than presenting chocolate chip first. Q5 provides a useful check on the aided Q2 result: it can reveal whether the prompted list changes what people identify as their favorite.