

In this article are considered „Vote now“ questions placed in different Internet sites. The basic problems are, first, whether it is possible to make statistical inferences about their results, and second, whether it is permissible to generalize conclusions about indefinite hypothetical populations such as all visitors of specific Inter-net site, all Internet consumers, all Bulgarians etc. It is shown that making of statistical inferences is possible and examples, which illustrate how it is made about both quantitative and qualitative variables, are given. Solving of this statistical problem shows, however, that it is not permissible to generalize conclusions.