Politiet.no web analytics

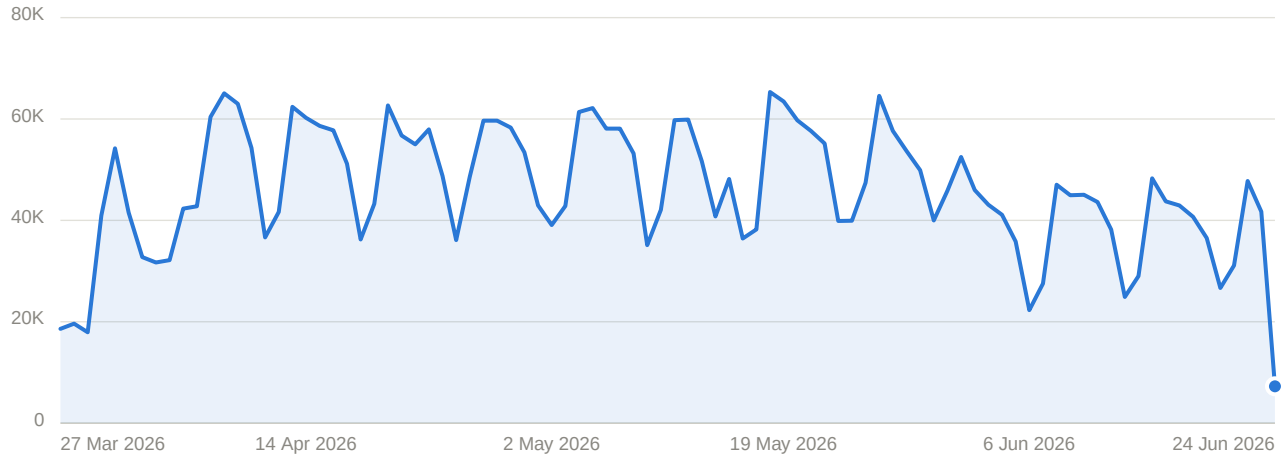
Last 90 days: 27 Mar 2026 – 24 Jun 2026

Generated 15 Oct 2026 12:06 UTC from the Matomo export

Visits	Pageviews	Actions per visit
4.1M	**11.3M**	**4.6**
0.0% vs previous period	Down 13.7% vs previous period	Down 12.9% vs previous period

Bounce rate	Avg. time on site	Visits with a goal conversion
31.6%	**3m 31s**	**945K**
Up 5.8% vs previous period	Down 7.5% vs previous period	Up 8.7% vs previous period

Visits per day



Some Matomo reports are capped at 500 rows per day; smaller entries are rolled into “Others”. Direct visits are derived as total visits minus all other channels.

Insights

Computed locally: unusual periods vs the same weekday over the previous 8 weeks, and the biggest shifts in share.

Below normal: 27 Mar – 3 Apr 2026, peak -60% on 27 Mar

-112,916 visits vs expected · likely explained: Easter

Below normal: 3 Jun – 7 Jun 2026, peak -39% on 6 Jun

-60,888 visits vs expected

Below normal: 14 May 2026, peak -28% on 14 May

-15,798 visits vs expected · likely explained: Ascension Day

24 Jun 2026 is left out: it looks only partly archived.

Biggest changes in share

Item	Change (pp)	Before	Now
tjenester (sections)	-6.0	31.3%	25.3%
login.microsoftonline.com (websites)	-3.9	3.9%	0.0%
pass-og-id.politiet.no (websites)	3.9	6.8%	10.7%
politiattest.politiet.no (websites)	2.8	0.0%	2.8%
/index (sections)	2.2	18.5%	20.7%
utkast (sections)	1.8	5.1%	6.8%
aktuelt-tall-og-fakta (sections)	-1.6	1.8%	0.3%

Item	Change (pp)	Before	Now
Russia (countries)	0.5	6.0%	6.5%

Common questions

Answers to questions we often get about behaviour on politiet.no, computed from the data for the selected period.

How many police reports are submitted online, and is it growing?

33.4K reports submitted

33,376 police reports were submitted online in the period, on average 371 a day. From the first to the last 28 days the average went up 15%.

How many who start a report finish it, and where do they drop off?

44% complete

44% of visits that press “Log in and report” end with a submitted report. The biggest drop is between logging in and creating the report: only 64% continue.

Visits are counted per day and step. The numbers show how many reach each step, not exactly the same visits all the way through.

Online police report

Step	Visits	Of first	From previous
Pressed “Log in and report”	76,028	100.0%	–
Created a report	48,797	64.2%	64.2%
Pressed “Submit”	34,978	46.0%	71.7%
Report submitted	33,376	43.9%	95.4%

Are people running into errors or crashes in the report form?

20.5 crashes per 100 submitted

Per 100 submitted reports there were 20.5 visits with a crash and 33.3 with validation errors. The crash rate went from 19.6 to 23.5 between the first and the last 28 days.

Crash = the “Anmeldelse: ErrorBoundary” event. Validation error = “Anmeldelse har valideringsfeil”.

How many go on to book a passport appointment or apply for a politiattest?

1.2M clicks to passport booking

Passport appointment booking got 1,196,522 clicks (13,295 a day), 11 times as many as Online police report.

Measured as clicks on links to the services' domains (outlinks).

Services

Service	Clicks
Passport and ID card booking	1,196,522
Online police report	106,195
Politiattest (police certificate)	66,854
Weapons register	31,960
Tips to the police	30,700

How does mobile behaviour differ from desktop?

75% of visits are from mobile

75% of visits are from mobile. Desktop visits have 6.8 actions per visit against 4.0 on mobile, and last 5m 16s against 3m 00s. Reports submitted per 1,000 visits: 17.7 on desktop and 5.2 on mobile.

Reports and bookings are based on Matomo goals 10 and 12 (see Data health about goal names).

Devices and channels: Device

Device	Visits	Share	Bounce	Actions/visit	Time	Reports per 1,000	Bookings per 1,000
Mobile	3,068,121	75.3%	32.7%	4.0	3m 00s	5.2	163.6
Desktop	971,050	23.8%	28.4%	6.8	5m 16s	17.7	155.1
Tablet	33,535	0.8%	35.0%	4.1	3m 13s	7.1	193.1

How many use the site search?

2.4% of visits use search

2.4% of visits use search (98,461 visits with search events). Matomo's search keyword report stopped on 27 Apr 2026; search is therefore measured with the “Søk” events, which are still tracked.

How do people find their way: menu, search or breadcrumbs?

72 menu opens per 1,000 visits

Per 1,000 visits the menu is opened 72 times, search 20 times, and the breadcrumb trail is used 27 times. Most clicked in the menu: Pass og ID-kort.

Navigation

Tool	Per 1,000 visits
Opened the menu	72.0
Opened search	19.6
Used the breadcrumb trail	27.2

Which channels bring engaged visitors?

7.2 actions per visit (Websites)

Visits from websites have the most actions (7.2 per visit), while social networks have the fewest (2.3). The most submitted reports per 1,000 visits come from websites (13.5).

Direct visits are missing from the channel table because the Matomo export has no goal figures for them.

Devices and channels: Channel

Channel	Visits	Actions/visit	Bounce	Reports per 1,000
Websites	291,167	7.2	23.8%	13.5
Campaigns	45,087	7.1	35.0%	8.6
Search engines	2,175,509	5.0	22.9%	7.0
Social networks	58,530	2.3	27.7%	0.5

Which sections do people land on and leave straight away?

31% bounce rate on entry pages

31% of visits that start on the most used entry pages leave without doing anything else. The highest bounce rate is on “politiloggen” with 44%.

Entry section

Entry section	Entries	Bounce
tjenester	1,483,671	26.0%
/index	904,335	33.9%
om-politiet	408,540	30.8%
/politiloggen	270,153	25.2%
politiloggen	239,000	43.7%

Entry section	Entries	Bounce
nyheter-og-presse	122,466	36.2%
/politiloggen?distrikt=oslo	85,169	35.5%
rad	63,317	36.5%
en	62,840	33.6%
kontakt-politiet	37,933	50.8%

What share of visitors accept cookies?

78% accept

78% of those who make a choice accept optional cookies (1,124,239 accepted, 312,979 declined).

Based on the “Klikk "Godta valgfrie" cookies” and “Klikk "Avslå valgfrie" cookies” events. Visits without a choice are not included.

Are there more errors, or is the site getting slower?

50 visits with JS errors per 1,000

50 in 1,000 visits hit a JavaScript error (from 64 to 34 between the start and end of the period). Pages load in 0.98 seconds on average (from 0.85 to 1.12).

Errors are counted per visit, not per event: a few visits can fire thousands of error events.

How is Politiloggen used?

25% of pageviews

Politiloggen accounts for 25% of all pageviews. The most viewed district is Oslo. In the app, for every 100 visits that fetch messages, 96 visits hit a request error.

District

District	Pageviews
Oslo	311,503
Øst	130,240
Trøndelag	107,261
Agder	77,194
Sør-Vest	76,535
Møre og Romsdal	73,731
Sør-Øst	67,308
Innlandet	62,742
Vest	41,293
Nordland	31,218
Troms	29,861
Finnmark	15,582

Which incident types are reported most?

68% of quick choices

Noen har stjålet noe (tyveri) is the most common quick choice in the report form (68% of choices), ahead of Noen har ødelagt noe (skadeverk).

Only the quick choices in the form are tracked by name; other types are rolled into Matomo's “Others”.

Incident type

Incident type	Visits	Share
Noen har stjålet noe (tyveri)	24,735	67.9%
Noen har ødelagt noe (skadeverk)	7,040	19.3%
Noen har brutt seg inn et sted (innbrudd)	3,593	9.9%
Registreringsskilt (kjennemerke)	1,045	2.9%

Channels

Channel	Visits	Share
Search engines	2,175,509	52.5%
Direct*	1,569,979	37.9%
Websites	291,167	7.0%
Social networks	58,530	1.4%
Campaigns	45,087	1.1%

* Derived: total visits minus all other channels.

Top sections by pageviews

Section	Pageviews	Share
tjenester	2,853,438	25.2%
/index	2,343,115	20.7%
politiloggen	1,113,301	9.8%
om-politiet	909,499	8.0%
utkast	773,367	6.8%
/politiloggen	562,964	5.0%
/politiloggen?distrikt=oslo	311,503	2.7%
nyheter-og-presse	268,747	2.4%
en	193,779	1.7%
/anmelde	181,109	1.6%
/nyheter-og-presse	132,902	1.2%
/politiloggen?distrikt=ost	130,240	1.1%
/politiloggen?distrikt=trondelag	107,261	0.9%
rad	99,230	0.9%
/politiloggen?distrikt=agder	77,194	0.7%

Entry sections

Section	Entries	Share
tjenester	1,483,671	36.5%
/index	904,335	22.3%
om-politiet	408,540	10.1%
/politiloggen	270,153	6.6%
politiloggen	239,000	5.9%
nyheter-og-presse	122,466	3.0%
/politiloggen?distrikt=oslo	85,169	2.1%
rad	63,317	1.6%
en	62,840	1.5%
kontakt-politiet	37,933	0.9%

Referring websites

Website	Visits	Share
login.idporten.no	91,680	31.5%
attest.politiet.no	32,429	11.1%
pass-og-id.politiet.no	31,094	10.7%
www.udi.no	20,530	7.1%
www.vegvesen.no	10,132	3.5%
bnpoll.no	9,382	3.2%
politiattest.politiet.no	8,030	2.8%
startsiden.abcnyheter.no	6,511	2.2%
politietbooking.nemo-q.se	6,327	2.2%
com.google.android.gm	5,847	2.0%
skatt.skatteetaten.no	5,809	2.0%
politiattest.bks-prod.politiet.no	4,191	1.4%
mosjoen.com	3,053	1.0%
www.luftfartstilsynet.no	2,602	0.9%
straffesak.inn.politiet.no	2,473	0.8%

Search engines

Search engine	Visits	Share
Google	2,045,550	94.0%
Bing	90,001	4.1%
DuckDuckGo	14,656	0.7%
Yahoo!	9,912	0.5%

Search engine	Visits	Share
Ecosia	3,628	0.2%
Brave	2,055	0.1%
Facebook	1,962	0.1%
Google News	1,695	0.1%
StartPage	1,184	0.1%
ChatGPT	876	0.0%

Device types

Device	Visits	Share
Smartphone	3,068,121	74.1%
Desktop	971,050	23.5%
Unknown	55,965	1.4%
Tablet	33,535	0.8%
Phablet	11,488	0.3%
Tv	58	0.0%
Console	45	0.0%
Wearable	10	0.0%

Operating systems

OS	Visits	Share
iOS	2,228,614	53.8%
Android	907,918	21.9%
Windows	710,569	17.2%
Mac	257,394	6.2%
GNU/Linux	19,967	0.5%
Chrome OS	14,794	0.4%
Unknown	944	0.0%
Console	44	0.0%

Browsers

Browser	Visits	Share
Mobile Safari	1,750,580	42.3%
Chrome Mobile	637,219	15.4%
Chrome	505,266	12.2%
Microsoft Edge	309,441	7.5%
Chrome Mobile iOS	239,935	5.8%
Samsung Browser	197,351	4.8%
Safari	163,370	3.9%

Browser	Visits	Share
Google Search App	123,843	3.0%
Facebook	68,704	1.7%
Unknown	41,130	1.0%

Countries

Country	Visits	Share
Norway	2,857,728	69.0%
United States	326,649	7.9%
Russia	269,128	6.5%
United Kingdom	90,373	2.2%
Germany	82,095	2.0%
Spain	54,128	1.3%
Poland	50,937	1.2%
Sweden	45,174	1.1%
Italy	32,474	0.8%
Netherlands	30,745	0.7%
Estonia	16,725	0.4%
France	16,173	0.4%
Jordan	15,354	0.4%
Bulgaria	14,928	0.4%
Iran	13,715	0.3%

Event categories

Category	Events	Share
Anmeldelseskjema	2,149,540	38.8%
Cookie	1,557,767	28.1%
Navigasjon	649,924	11.7%
JavaScript Errors	292,215	5.3%
Politiattest	225,934	4.1%
Politiloggen-app	132,304	2.4%
breadcrumbs-short	118,519	2.1%
Prikker	115,631	2.1%
Søk	111,909	2.0%
StatusCard	109,298	2.0%

Outlinks

Domain	Clicks	Share
pass-og-id.politiet.no	1,196,522	56.2%
skatt.skatteetaten.no	195,185	9.2%
www.jobbnorge.no	157,451	7.4%
login.politiet.no	138,341	6.5%
anmeldelse.politiet.no	106,195	5.0%
politiattest.politiet.no	42,599	2.0%
vaapenregisteret.brreg.no	31,960	1.5%
tips.politiet.no	30,700	1.4%
attest.politiet.no	24,255	1.1%
my.udi.no	23,939	1.1%

Average visits by weekday

Weekday	Avg. visits
Monday	53,692
Tuesday	55,211
Wednesday	49,542
Thursday	50,046
Friday	43,421
Saturday	32,700
Sunday	37,721

About the data

Data-health checks at export time.

- **PASS Daily nb_visits vs Matomo period total**
  66,216,462 vs 66,214,825 (0.0025% difference)
- **PASS Daily nb_actions vs Matomo period total**
  300,705,165 vs 300,696,563 (0.0029% difference)
- **PASS Daily bounce_count vs Matomo period total**
  28,780,774 vs 28,780,296 (0.0017% difference)
- **PASS Daily sum_visit_length vs Matomo period total**
  10,578,297,025 vs 10,577,953,899 (0.0032% difference)
- **PASS No missing days in daily summary**
  1,271 rows over 1,271 calendar days
- **PASS No days with zero visits**
  0 day(s) with 0 visits
- **WARNING Last day looks complete**
  24 Jun 2026: 7,264 visits, 18% of the previous 28-day average — probably exported before the day was fully archived
- **PASS Device visits add up to daily visits**
  206/206 days match
- **PASS Section pageviews add up to total pageviews**
  27,678,344 vs 27,678,344
- **PASS All files imported without errors**
  No parse errors
- **WARNING Every report has data for every day in the report window**
  site-search: 1 day(s) missing

- **INFO Reports hitting Matomo's 500-row cap**
  cities (167 days), events-actions (1 days), events-names (206 days), page-urls (111 days), referrer-websites (2 days), referrers-all (2 days), site-search (131 days) — smaller entries are rolled into “Others”
- **WARNING Detailed reports cover the whole period**
  Detailed reports start 1 Dec 2025; daily totals start 1 Jan 2023
- **WARNING No tracking started or stopped mid-period**
  site-search stopped 27 Apr 2026 (known); Finn - Søk stopped 26 Feb 2026; breadcrumbs stopped 4 May 2026; Finn stopped 26 Feb 2026; klikk timebestilling stopped 26 Feb 2026; Pass stopped 26 Feb 2026 and 20 more — see the Tracking changes table
- **PASS Goal 10 matches “Anmeldelse sendt inn”**
  Goal: 71,172, event: 71,172 (0.00% difference)
- **PASS Goal 12 matches clicks to passport booking**
  Goal: 2,324,562, event: 2,324,660 (0.00% difference)
- **INFO Goal names from Matomo**
  No goals.json — goal names are inferred from the data
- **PASS Report-form steps decrease in the right order**
  160,064 ? 103,747 ? 74,388 ? 71,172