

# 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  
**4.1M**  
0.0% vs previous period

Pageviews  
**11.3M**  
Down 13.7% vs previous period

Actions per visit  
**4.6**  
Down 12.9% vs previous period

Bounce rate  
**31.6%**  
Up 5.8% vs previous period

Avg. time on site  
**3m 31s**  
Down 7.5% vs previous period

Visits with a goal conversion  
**945K**  
Up 8.7% vs previous period

## Visits per month



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%  |
| Politi-loggen-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 |
|-------------------------------------------|-----------|-------|
| <a href="#">pass-og-id.politiet.no</a>    | 1,196,522 | 56.2% |
| <a href="#">skatt.skatteetaten.no</a>     | 195,185   | 9.2%  |
| <a href="#">www.jobbnorge.no</a>          | 157,451   | 7.4%  |
| <a href="#">login.politiet.no</a>         | 138,341   | 6.5%  |
| <a href="#">anmeldelse.politiet.no</a>    | 106,195   | 5.0%  |
| <a href="#">politiattest.politiet.no</a>  | 42,599    | 2.0%  |
| <a href="#">vaapenregisteret.brreg.no</a> | 31,960    | 1.5%  |
| <a href="#">tips.politiet.no</a>          | 30,700    | 1.4%  |
| <a href="#">attest.politiet.no</a>        | 24,255    | 1.1%  |
| <a href="#">my.udi.no</a>                 | 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