

Politiet.no web analytics

Last 6 months: 25 Dec 2025 – 24 Jun 2026

Generated 15 Oct 2026 12:04 UTC from the Matomo export

Visits

8.3M

Up 10.2% vs previous period

Pageviews

24.6M

No comparison period

Actions per visit

5.0

Down 14.6% vs previous period

Bounce rate

30.8%

Up 4.7% vs previous period

Avg. time on site

3m 39s

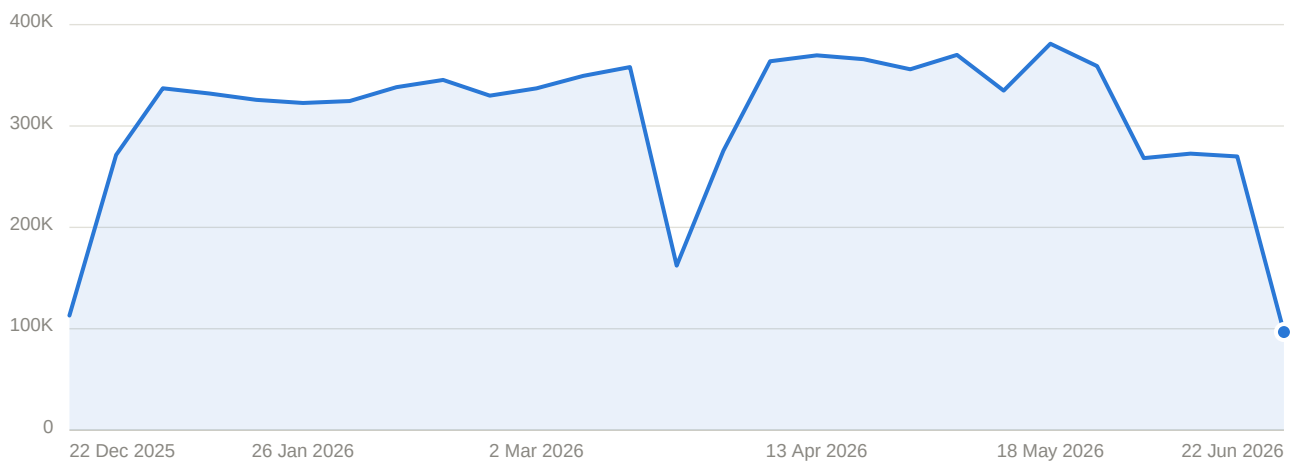
Up 0.7% vs previous period

Visits with a goal conversion

1.8M

Up 39.8% vs previous period

Visits per week



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: 24 Mar – 3 Apr 2026, peak -60% on 26 Mar

-207,278 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: 25 Dec – 26 Dec 2025, peak -44% on 25 Dec

-29,815 visits vs expected · likely explained: Christmas

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

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

Above normal: 16 Jan 2026, peak +37% on 16 Jan

+13,786 visits vs expected

Above normal: 8 Jan 2026, peak +31% on 8 Jan

+13,056 visits vs expected

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

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?

62.8K reports submitted

62,793 police reports were submitted online in the period, on average 345 a day. From the first to the last 28 days the average went up 37%.

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 65% 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”	141,552	100.0%	–
Created a report	91,751	64.8%	64.8%
Pressed “Submit”	65,636	46.4%	71.5%
Report submitted	62,793	44.4%	95.7%

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

16.3 crashes per 100 submitted

Per 100 submitted reports there were 16.3 visits with a crash and 29.4 with validation errors. The crash rate went from 9.6 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?

2.2M clicks to passport booking

Passport appointment booking got 2,204,688 clicks (12,114 a day), 12 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	2,204,688
Online police report	191,193
Politiattest (police certificate)	84,564
Weapons register	83,311
Tips to the police	52,482

How does mobile behaviour differ from desktop?

74% of visits are from mobile

74% of visits are from mobile. Desktop visits have 7.3 actions per visit against 4.2 on mobile, and last 5m 19s against 3m 09s.

Reports submitted per 1,000 visits: 16.1 on desktop and 4.8 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	6,075,367	74.2%	32.0%	4.2	3m 09s	4.8	154.0
Desktop	2,038,672	24.9%	27.6%	7.3	5m 19s	16.1	150.1
Tablet	72,870	0.9%	34.2%	4.4	3m 14s	6.7	180.9

How many use the site search?

2.5% of visits use search

2.5% of visits use search (207,163 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?

74 menu opens per 1,000 visits

Per 1,000 visits the menu is opened 74 times, search 20 times, and the breadcrumb trail is used 28 times. Most clicked in the menu: Pass og ID-kort.

Navigation

Tool	Per 1,000 visits
Opened the menu	73.5
Opened search	19.9
Used the breadcrumb trail	27.9

Which channels bring engaged visitors?

7.5 actions per visit (Websites)

Visits from websites have the most actions (7.5 per visit), while social networks have the fewest (2.4). The most submitted reports per 1,000 visits come from websites (13.1).

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	603,037	7.5	24.0%	13.1
Campaigns	73,966	6.9	38.9%	6.4
Search engines	4,296,696	5.5	21.1%	6.5
Social networks	136,983	2.4	27.3%	0.5

Which sections do people land on and leave straight away?

30% bounce rate on entry pages

30% of visits that start on the most used entry pages leave without doing anything else. The highest bounce rate is on "politiloggen" with 43%.

Entry section

Entry section	Entries	Bounce
tjenester	2,839,351	24.0%
/index	1,801,353	32.1%
om-politiet	806,290	30.9%
/politiloggen	588,409	25.1%
politiloggen	530,724	43.2%
nyheter-og-presse	293,949	34.6%
/politiloggen?distrikt=oslo	176,817	35.4%
en	125,255	35.0%
rad	118,572	36.3%
kontakt-politiet	72,478	48.1%

What share of visitors accept cookies?

78% accept

78% of those who make a choice accept optional cookies (2,342,537 accepted, 656,483 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?

52 visits with JS errors per 1,000

52 in 1,000 visits hit a JavaScript error (from 37 to 34 between the start and end of the period). Pages load in 0.96 seconds on average (from 1.02 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, 95 visits hit a request error.

District

District	Pageviews
Oslo	675,192
Øst	279,642
Trøndelag	225,744
Sør-Vest	171,342
Møre og Romsdal	171,096
Agder	152,682
Sør-Øst	139,490
Innlandet	124,943
Vest	77,996
Nordland	69,242
Troms	66,802
Finnmark	32,317

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)	45,478	68.4%
Noen har ødelagt noe (skadeverk)	12,796	19.2%
Noen har brutt seg inn et sted (innbrudd)	6,845	10.3%
Registreringsskilt (kjennemerke)	1,370	2.1%

Channels

Channel	Visits	Share
Search engines	4,296,696	51.6%
Direct*	3,220,951	38.7%
Websites	603,037	7.2%
Social networks	136,983	1.6%

Channel	Visits	Share
Campaigns	73,966	0.9%

* Derived: total visits minus all other channels.

Top sections by pageviews

Section	Pageviews	Share
tjenester	6,992,277	28.4%
/index	4,797,774	19.5%
politiloggen	2,342,481	9.5%
om-politiet	1,892,734	7.7%
utkast	1,446,030	5.9%
/politiloggen	1,302,102	5.3%
/politiloggen?distrikt=oslo	675,192	2.7%
nyheter-og-presse	631,150	2.6%
en	395,256	1.6%
/politiloggen?distrikt=ost	279,642	1.1%
aktuelt-tall-og-fakta	278,650	1.1%
/politiloggen?distrikt=trondelag	225,744	0.9%
/anmelde	219,250	0.9%
rad	195,252	0.8%
kontakt-politiet	182,548	0.7%

Entry sections

Section	Entries	Share
tjenester	2,839,351	34.8%
/index	1,801,353	22.1%
om-politiet	806,290	9.9%
/politiloggen	588,409	7.2%
politiloggen	530,724	6.5%
nyheter-og-presse	293,949	3.6%
/politiloggen?distrikt=oslo	176,817	2.2%
en	125,255	1.5%
rad	118,572	1.5%
kontakt-politiet	72,478	0.9%

Referring websites

Website	Visits	Share
login.idporten.no	184,609	30.6%
attest.politiet.no	71,276	11.8%
pass-og-id.politiet.no	52,324	8.7%
www.udi.no	42,311	7.0%
www.vegvesen.no	21,557	3.6%
bnpoll.no	18,130	3.0%
startsiden.abcnyheter.no	14,546	2.4%
skatt.skatteetaten.no	12,751	2.1%
login.microsoftonline.com	12,356	2.0%
com.google.android.gm	11,867	2.0%
politietbooking.nemo-q.se	11,009	1.8%
politiattest.politiet.no	8,030	1.3%
politiattest.bks-prod.politiet.no	7,491	1.2%
mosjoen.com	6,857	1.1%
straffesak.inn.politiet.no	5,218	0.9%

Search engines

Search engine	Visits	Share
Google	4,029,217	93.8%
Bing	181,749	4.2%
DuckDuckGo	27,836	0.6%
Yahoo!	19,764	0.5%
Google News	12,985	0.3%
Ecosia	6,056	0.1%
Brave	4,134	0.1%
Facebook	4,109	0.1%
ChatGPT	2,082	0.0%
StartPage	1,912	0.0%

Device types

Device	Visits	Share
Smartphone	6,075,367	72.9%
Desktop	2,038,672	24.5%
Unknown	117,164	1.4%
Tablet	72,870	0.9%

Device	Visits	Share
Phablet	27,357	0.3%
Tv	129	0.0%
Console	53	0.0%
Wearable	18	0.0%

Operating systems

OS	Visits	Share
iOS	4,382,830	52.6%
Android	1,831,583	22.0%
Windows	1,494,033	17.9%
Mac	546,428	6.6%
GNU/Linux	42,382	0.5%
Chrome OS	33,192	0.4%
Unknown	1,072	0.0%
Other Mobile	55	0.0%

Browsers

Browser	Visits	Share
Mobile Safari	3,435,490	41.2%
Chrome Mobile	1,282,187	15.4%
Chrome	1,070,759	12.9%
Microsoft Edge	649,786	7.8%
Chrome Mobile iOS	461,340	5.5%
Samsung Browser	392,355	4.7%
Safari	344,975	4.1%
Google Search App	242,746	2.9%
Facebook	156,426	1.9%
Unknown	86,228	1.0%

Countries

Country	Visits	Share
Norway	5,757,891	69.1%
United States	642,618	7.7%
Russia	519,700	6.2%
United Kingdom	184,090	2.2%
Germany	166,859	2.0%
Spain	110,078	1.3%
Poland	108,715	1.3%

Country	Visits	Share
Sweden	88,419	1.1%
Italy	65,435	0.8%
Netherlands	62,590	0.8%
Estonia	34,854	0.4%
France	33,685	0.4%
Bulgaria	31,961	0.4%
Jordan	31,697	0.4%
Iran	27,930	0.3%

Event categories

Category	Events	Share
Anmeldelseskjema	4,013,501	32.7%
Cookie	3,252,364	26.5%
Navigasjon	1,317,886	10.7%
Finn	751,478	6.1%
JavaScript Errors	686,884	5.6%
Pass	472,221	3.8%
Politiattest	306,979	2.5%
Politiloggen-app	282,407	2.3%
Søk	239,820	2.0%
Prikker	225,499	1.8%

Outlinks

Domain	Clicks	Share
pass-og-id.politiet.no	2,204,688	53.8%
skatt.skatteetaten.no	434,728	10.6%
login.politiet.no	337,855	8.2%
www.jobbnorge.no	312,454	7.6%
anmeldelse.politiet.no	191,193	4.7%
vaapenregisteret.brreg.no	83,311	2.0%
tips.politiet.no	52,482	1.3%
my.udi.no	48,486	1.2%
lovdata.no	45,428	1.1%
politiattest.politiet.no	42,599	1.0%

Average visits by weekday

Weekday	Avg. visits
Monday	53,913
Tuesday	53,376
Wednesday	49,501
Thursday	48,180
Friday	44,019
Saturday	32,955
Sunday	38,504

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