

Politiet.no web analytics

All data: 1 Jan 2023 – 24 Jun 2026

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

Visits

66.2M

No comparison period

Pageviews

—

No comparison period

Actions per visit

4.5

No comparison period

Bounce rate

43.5%

No comparison period

Avg. time on site

2m 40s

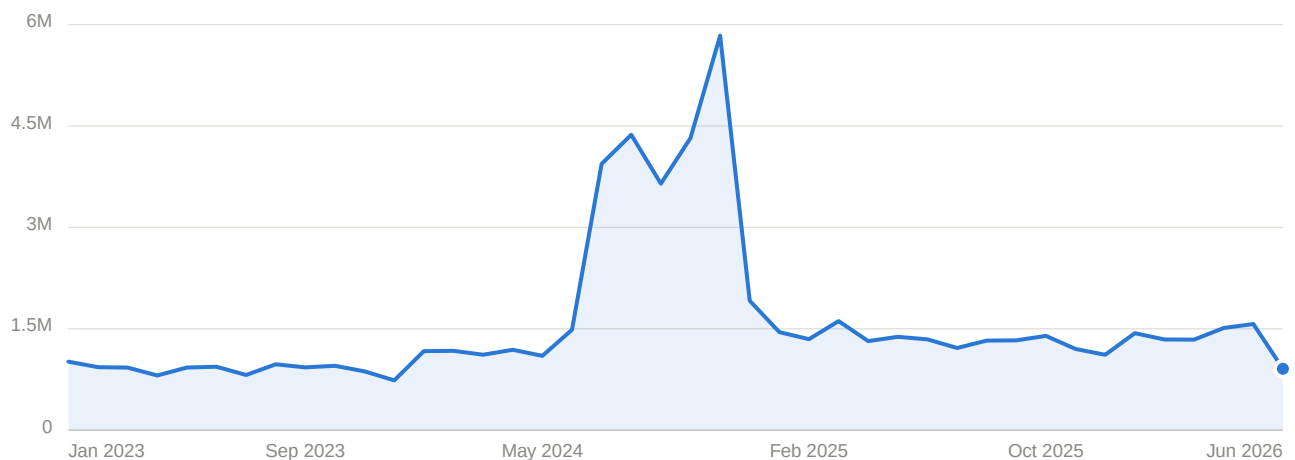
No comparison period

Visits with a goal conversion

5.4M

No comparison period

Visits per month



Detailed report tables cover 1 Dec 2025 – 24 Jun 2026 (206 days), the part of the range with detailed data. 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.

Above normal: 25 Jun – 22 Jul 2024, peak +353% on 29 Jun

+2,326,259 visits vs expected

Below normal: 8 Dec – 24 Dec 2024, peak -84% on 23 Dec

-2,243,614 visits vs expected · likely explained: Christmas

Above normal: 23 Oct – 26 Oct 2024, peak +203% on 23 Oct

+595,784 visits vs expected

Above normal: 30 Oct – 2 Nov 2024, peak +144% on 1 Nov

+479,954 visits vs expected

Above normal: 13 Nov – 16 Nov 2024, peak +98% on 13 Nov

+336,757 visits vs expected

Below normal: 30 Dec – 31 Dec 2024, peak -80% on 30 Dec

-298,421 visits vs expected · likely explained: Christmas

Above normal: 6 Nov – 8 Nov 2024, peak +88% on 8 Nov

+224,973 visits vs expected

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

-207,278 visits vs expected · likely explained: Easter

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?

71.2K reports submitted

71,172 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 21%.

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”	160,064	100.0%	–
Created a report	103,747	64.8%	64.8%
Pressed “Submit”	74,388	46.5%	71.7%
Report submitted	71,172	44.5%	95.7%

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

15.6 crashes per 100 submitted

Per 100 submitted reports there were 15.6 visits with a crash and 28.8 with validation errors. The crash rate went from 10.9 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?

2.3M clicks to passport booking

Passport appointment booking got 2,324,660 clicks (11,285 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	2,324,660
Online police report	215,215
Politiattest (police certificate)	88,327
Weapons register	83,311
Tips to the police	58,153

How does mobile behaviour differ from desktop?

74% of visits are from mobile

74% of visits are from mobile. Desktop visits have 7.4 actions per visit against 4.3 on mobile, and last 5m 21s against 3m 10s. Reports submitted per 1,000 visits: 16.4 on desktop and 5.0 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	6,709,412	74.1%	32.0%	4.3	3m 10s	5.0	148.4
Desktop	2,265,599	25.0%	27.7%	7.4	5m 21s	16.4	144.3
Tablet	80,379	0.9%	34.4%	4.4	3m 13s	6.9	173.7

How many use the site search?

2.5% of visits use search

2.5% of visits use search (230,452 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?

73 menu opens per 1,000 visits

Per 1,000 visits the menu is opened 73 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	20.0
Used the breadcrumb trail	27.6

Which channels bring engaged visitors?

7.6 actions per visit (Websites)

Visits from websites have the most actions (7.6 per visit), while social networks have the fewest (2.4). The most submitted reports per 1,000 visits come from websites (13.4).

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	672,057	7.6	24.2%	13.4
Campaigns	81,999	6.6	39.8%	6.1
Search engines	4,714,727	5.6	20.9%	6.7
Social networks	149,185	2.4	27.5%	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	3,080,644	23.8%
/index	2,020,420	32.2%
om-politiet	893,951	31.2%
/politiloggen	665,462	24.9%
politiloggen	595,362	43.1%
nyheter-og-presse	329,850	34.6%
/politiloggen?distrikt=oslo	194,519	35.6%
en	139,827	35.1%
rad	131,925	36.2%
kontakt-politiet	80,939	47.8%

What share of visitors accept cookies?

78% accept

78% of those who make a choice accept optional cookies (2,585,247 accepted, 724,940 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 50 to 34 between the start and end of the period). Pages load in 0.97 seconds on average (from 1.00 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, 92 visits hit a request error.

District

District	Pageviews
Oslo	768,072
Øst	311,529
Trøndelag	249,995
Møre og Romsdal	217,684
Sør-Vest	189,621
Agder	165,434
Sør-Øst	155,235
Innlandet	136,545
Vest	85,345
Nordland	78,905
Troms	74,193
Finnmark	36,804

Which incident types are reported most?

69% of quick choices

Noen har stjålet noe (tyveri) is the most common quick choice in the report form (69% 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)	51,436	68.7%
Noen har ødelagt noe (skadeverk)	14,361	19.2%
Noen har brutt seg inn et sted (innbrudd)	7,709	10.3%
Registreringsskilt (kjennemerke)	1,370	1.8%

Channels

Channel	Visits	Share
Search engines	4,714,727	51.1%
Direct*	3,601,244	39.1%
Websites	672,057	7.3%
Social networks	149,185	1.6%
Campaigns	81,999	0.9%

* Derived: total visits minus all other channels.

Top sections by pageviews

Section	Pageviews	Share
tjenester	7,850,830	28.4%
/index	5,411,793	19.6%
politiloggen	2,633,467	9.5%
om-politiet	2,157,383	7.8%
utkast	1,634,903	5.9%
/politiloggen	1,477,740	5.3%
/politiloggen?distrikt=oslo	768,072	2.8%
nyheter-og-presse	708,708	2.6%
en	436,603	1.6%
aktuelt-tall-og-fakta	323,884	1.2%
/politiloggen?distrikt=ost	311,529	1.1%
/politiloggen?distrikt=trondelag	249,995	0.9%
rad	220,948	0.8%
/anmelde	219,262	0.8%
/politiloggen?distrikt=more-og-romsdal	217,684	0.8%

Entry sections

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tjenester	3,080,644	34.2%
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/politiloggen?distrikt=oslo	194,519	2.2%
en	139,827	1.6%
rad	131,925	1.5%

Section	Entries	Share
kontakt-politiet	80,939	0.9%

Referring websites

Website	Visits	Share
login.idporten.no	207,462	30.9%
attest.politiet.no	78,725	11.7%
pass-og-id.politiet.no	54,893	8.2%
www.udi.no	47,233	7.0%
www.vegvesen.no	24,516	3.6%
bnpoll.no	20,126	3.0%
login.microsoftonline.com	17,633	2.6%
startsiden.abcnyheter.no	15,938	2.4%
skatt.skatteetaten.no	14,561	2.2%
com.google.android.gm	13,180	2.0%
politietbooking.nemo-q.se	11,748	1.7%
mosjoen.com	8,073	1.2%
politiattest.politiet.no	8,030	1.2%
politiattest.bks-prod.politiet.no	7,949	1.2%
straffesak.inn.politiet.no	5,928	0.9%

Search engines

Search engine	Visits	Share
Google	4,421,247	93.8%
Bing	200,274	4.2%
DuckDuckGo	30,691	0.7%
Yahoo!	21,609	0.5%
Google News	13,433	0.3%
Ecosia	6,507	0.1%
Facebook	4,704	0.1%
Brave	4,561	0.1%
ChatGPT	2,440	0.1%
StartPage	2,006	0.0%

Device types

Device	Visits	Share
Smartphone	6,709,412	72.8%
Desktop	2,265,599	24.6%
Unknown	133,412	1.4%
Tablet	80,379	0.9%
Phablet	30,145	0.3%
Tv	137	0.0%
Console	71	0.0%
Wearable	54	0.0%

Operating systems

OS	Visits	Share
iOS	4,841,854	52.5%
Android	2,020,828	21.9%
Windows	1,668,605	18.1%
Mac	602,289	6.5%
GNU/Linux	47,447	0.5%
Chrome OS	36,953	0.4%
Unknown	1,100	0.0%
Console	70	0.0%

Browsers

Browser	Visits	Share
Mobile Safari	3,797,565	41.2%
Chrome Mobile	1,415,262	15.4%
Chrome	1,192,192	12.9%
Microsoft Edge	725,912	7.9%
Chrome Mobile iOS	507,732	5.5%
Samsung Browser	432,051	4.7%
Safari	380,682	4.1%
Google Search App	265,638	2.9%
Facebook	170,705	1.9%
Unknown	98,576	1.1%

Countries

Country	Visits	Share
Norway	6,371,016	69.1%
United States	713,113	7.7%
Russia	573,450	6.2%
United Kingdom	203,171	2.2%
Germany	183,643	2.0%
Poland	120,849	1.3%
Spain	119,928	1.3%
Sweden	97,568	1.1%
Italy	73,095	0.8%
Netherlands	69,469	0.8%
Estonia	38,204	0.4%
France	37,155	0.4%
Bulgaria	35,369	0.4%
Jordan	35,039	0.4%
Iran	30,563	0.3%

Event categories

Category	Events	Share
Anmeldelseskjema	4,532,524	32.7%
Cookie	3,594,744	25.9%
Navigasjon	1,458,468	10.5%
Finn	909,797	6.6%
JavaScript Errors	776,930	5.6%
Pass	557,007	4.0%
Politiilappen	323,761	2.3%
Politiattest	323,042	2.3%
Søk	267,054	1.9%
Prikker	253,229	1.8%

Outlinks

Domain	Clicks	Share
pass-og-id.politiet.no	2,324,660	52.7%
skatt.skatteetaten.no	488,799	11.1%
login.politiet.no	373,407	8.5%
www.jobbnorge.no	345,268	7.8%

Domain	Clicks	Share
anmeldelse.politiet.no	215,215	4.9%
vaapenregisteret.brreg.no	83,311	1.9%
tips.politiet.no	58,153	1.3%
my.udi.no	54,251	1.2%
lovdata.no	49,498	1.1%
www.google.com	45,790	1.0%

Average visits by weekday

Weekday	Avg. visits
Monday	59,325
Tuesday	57,856
Wednesday	56,971
Thursday	55,562
Friday	50,380
Saturday	39,912
Sunday	44,622

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