

Politiet.no web analytics

Year to date: 1 Jan 2026 – 24 Jun 2026

Generated 15 Oct 2026 12:05 UTC from the Matomo export

Visits

8.1M

Up 12.4% vs previous period

Pageviews

23.9M

No comparison period

Actions per visit

5.0

Down 13.9% vs previous period

Bounce rate

30.7%

Up 4.1% vs previous period

Avg. time on site

3m 39s

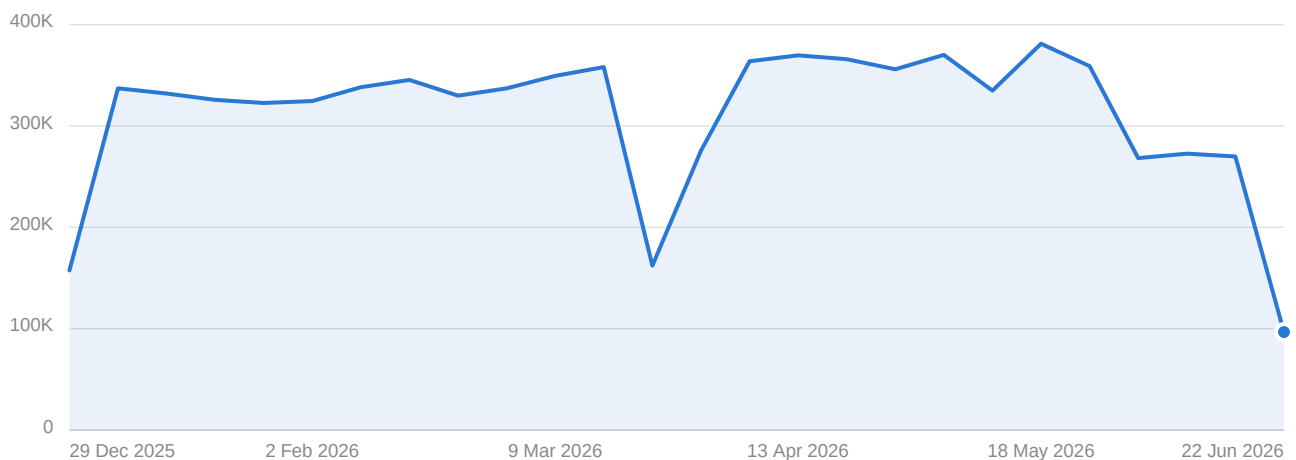
Up 0.2% vs previous period

Visits with a goal conversion

1.8M

Up 48.1% 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: 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?

61.2K reports submitted

61,214 police reports were submitted online in the period, on average 350 a day. From the first to the last 28 days the average went up 26%.

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”	138,146	100.0%	–
Created a report	89,505	64.8%	64.8%
Pressed “Submit”	63,988	46.3%	71.5%
Report submitted	61,214	44.3%	95.7%

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

16.5 crashes per 100 submitted

Per 100 submitted reports there were 16.5 visits with a crash and 29.5 with validation errors. The crash rate went from 10.3 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 2,173,478 clicks (12,420 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	2,173,478
Online police report	186,758
Politiattest (police certificate)	84,140
Weapons register	83,311
Tips to the police	51,017

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 18s 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	5,896,012	74.0%	31.9%	4.2	3m 09s	4.8	156.0
Desktop	2,000,108	25.1%	27.5%	7.3	5m 18s	16.1	151.2
Tablet	70,670	0.9%	34.0%	4.4	3m 16s	6.8	184.0

How many use the site search?

2.5% of visits use search

2.5% of visits use search (202,823 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	74.1
Opened search	20.0
Used the breadcrumb trail	28.0

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 (12.9).

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	590,776	7.5	24.0%	12.9
Campaigns	72,304	6.9	38.8%	6.5
Search engines	4,190,135	5.5	21.1%	6.5
Social networks	128,983	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	2,792,061	24.0%
/index	1,752,996	32.0%
om-politiet	789,057	30.7%
/politiloggen	561,235	25.2%
politiloggen	506,223	43.3%
nyheter-og-presse	278,684	35.0%
/politiloggen?distrikt=oslo	170,634	35.5%
en	122,251	34.8%
rad	116,233	36.2%
kontakt-politiet	70,788	48.2%

What share of visitors accept cookies?

78% accept

78% of those who make a choice accept optional cookies (2,279,782 accepted, 637,821 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 38 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, 94 visits hit a request error.

District

District	Pageviews
Oslo	643,045
Øst	270,217
Trøndelag	216,056
Sør-Vest	164,895
Møre og Romsdal	155,314
Agder	147,220
Sør-Øst	133,321
Innlandet	118,754
Vest	75,732
Nordland	64,320
Troms	63,169
Finnmark	30,242

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)	44,364	68.4%
Noen har ødelagt noe (skadeverk)	12,451	19.2%
Noen har brutt seg inn et sted (innbrudd)	6,638	10.2%
Registreringsskilt (kjennemerke)	1,370	2.1%

Channels

Channel	Visits	Share
Search engines	4,190,135	51.7%
Direct*	3,122,462	38.5%
Websites	590,776	7.3%
Social networks	128,983	1.6%

Channel	Visits	Share
Campaigns	72,304	0.9%

* Derived: total visits minus all other channels.

Top sections by pageviews

Section	Pageviews	Share
tjenester	6,832,379	28.6%
/index	4,686,540	19.6%
politiloggen	2,230,846	9.3%
om-politiet	1,851,761	7.7%
utkast	1,411,097	5.9%
/politiloggen	1,244,241	5.2%
/politiloggen?distrikt=oslo	643,045	2.7%
nyheter-og-presse	602,030	2.5%
en	387,277	1.6%
/politiloggen?distrikt=ost	270,217	1.1%
aktuelt-tall-og-fakta	266,054	1.1%
/anmelde	219,249	0.9%
/politiloggen?distrikt=trondelag	216,056	0.9%
rad	191,164	0.8%
/nyheter-og-presse	178,121	0.7%

Entry sections

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tjenester	2,792,061	35.2%
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om-politiet	789,057	9.9%
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/politiloggen?distrikt=oslo	170,634	2.1%
en	122,251	1.5%
rad	116,233	1.5%
kontakt-politiet	70,788	0.9%

Referring websites

Website	Visits	Share
login.idporten.no	181,686	30.8%
attest.politiet.no	70,484	11.9%
pass-og-id.politiet.no	51,783	8.8%
www.udi.no	41,433	7.0%
www.vegvesen.no	20,989	3.6%
bnpoll.no	17,918	3.0%
startsiden.abcnyheter.no	14,151	2.4%
skatt.skatteetaten.no	12,568	2.1%
com.google.android.gm	11,662	2.0%
politietbooking.nemo-q.se	10,889	1.8%
login.microsoftonline.com	10,772	1.8%
politiattest.politiet.no	8,030	1.4%
politiattest.bks-prod.politiet.no	7,416	1.3%
mosjoen.com	6,595	1.1%
straffesak.inn.politiet.no	5,113	0.9%

Search engines

Search engine	Visits	Share
Google	3,927,967	93.7%
Bing	179,200	4.3%
DuckDuckGo	27,184	0.6%
Yahoo!	19,368	0.5%
Google News	11,782	0.3%
Ecosia	5,954	0.1%
Brave	4,043	0.1%
Facebook	3,965	0.1%
ChatGPT	2,037	0.0%
StartPage	1,885	0.0%

Device types

Device	Visits	Share
Smartphone	5,896,012	72.7%
Desktop	2,000,108	24.7%
Unknown	111,733	1.4%
Tablet	70,670	0.9%

Device	Visits	Share
Phablet	25,943	0.3%
Tv	122	0.0%
Console	53	0.0%
Wearable	17	0.0%

Operating systems

OS	Visits	Share
iOS	4,254,351	52.5%
Android	1,775,097	21.9%
Windows	1,466,027	18.1%
Mac	534,571	6.6%
GNU/Linux	40,948	0.5%
Chrome OS	32,485	0.4%
Unknown	1,071	0.0%
Other Mobile	52	0.0%

Browsers

Browser	Visits	Share
Mobile Safari	3,336,473	41.2%
Chrome Mobile	1,243,852	15.3%
Chrome	1,049,128	12.9%
Microsoft Edge	638,550	7.9%
Chrome Mobile iOS	448,898	5.5%
Samsung Browser	380,944	4.7%
Safari	336,845	4.2%
Google Search App	236,663	2.9%
Facebook	147,771	1.8%
Unknown	82,033	1.0%

Countries

Country	Visits	Share
Norway	5,599,491	69.1%
United States	623,457	7.7%
Russia	506,908	6.3%
United Kingdom	179,602	2.2%
Germany	162,726	2.0%
Spain	107,504	1.3%
Poland	105,592	1.3%

Country	Visits	Share
Sweden	86,219	1.1%
Italy	64,186	0.8%
Netherlands	61,049	0.8%
Estonia	33,701	0.4%
France	32,860	0.4%
Jordan	30,825	0.4%
Bulgaria	30,757	0.4%
Iran	27,182	0.3%

Event categories

Category	Events	Share
Anmeldelseskjema	3,918,562	32.8%
Cookie	3,167,026	26.5%
Navigasjon	1,292,553	10.8%
Finn	710,373	5.9%
JavaScript Errors	668,442	5.6%
Pass	447,941	3.8%
Politiattest	304,984	2.6%
Poliloggen-app	268,318	2.2%
Søk	234,907	2.0%
Prikker	219,196	1.8%

Outlinks

Domain	Clicks	Share
pass-og-id.politiet.no	2,173,478	53.7%
skatt.skatteetaten.no	428,996	10.6%
login.politiet.no	334,401	8.3%
www.jobbnorge.no	312,404	7.7%
anmeldelse.politiet.no	186,758	4.6%
vaapenregisteret.brreg.no	83,311	2.1%
tips.politiet.no	51,017	1.3%
my.udi.no	47,463	1.2%
lovdata.no	44,907	1.1%
politiattest.politiet.no	42,599	1.1%

Average visits by weekday

Weekday	Avg. visits
Monday	54,397
Tuesday	53,953
Wednesday	50,153
Thursday	49,155
Friday	44,714
Saturday	33,109
Sunday	38,705

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