

Totals vs. Averages in Measure

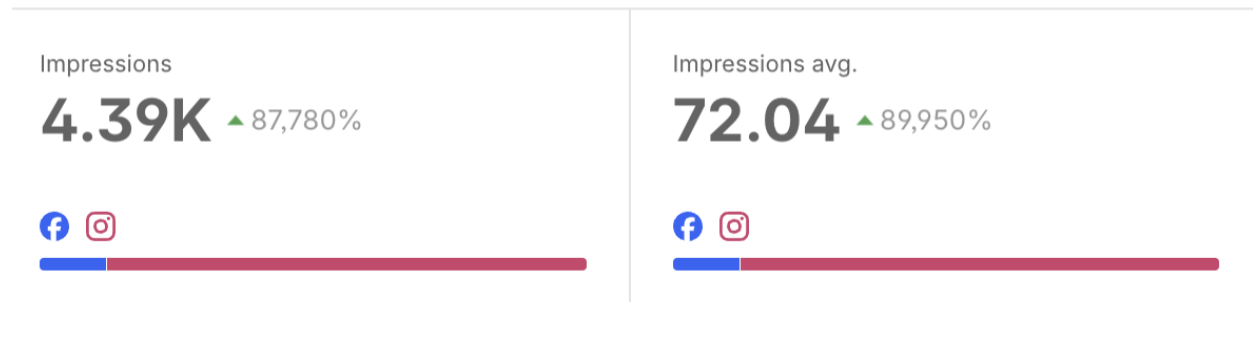
Most metrics in Measure are available as either a **total** or an **average** of all data in the set. In this article, learn how totals and averages differ, how to toggle between a metric's total or average value, and how averages are calculated differently for channel data and content data.

What's the difference between a total and an average?

The default value for any given metric is its total value, and this total represents either the sum of multiple days (for [channel metrics](#)), or multiple posts (for [content metrics](#)). If a metric doesn't say **avg.** in the name, this means it's a total.

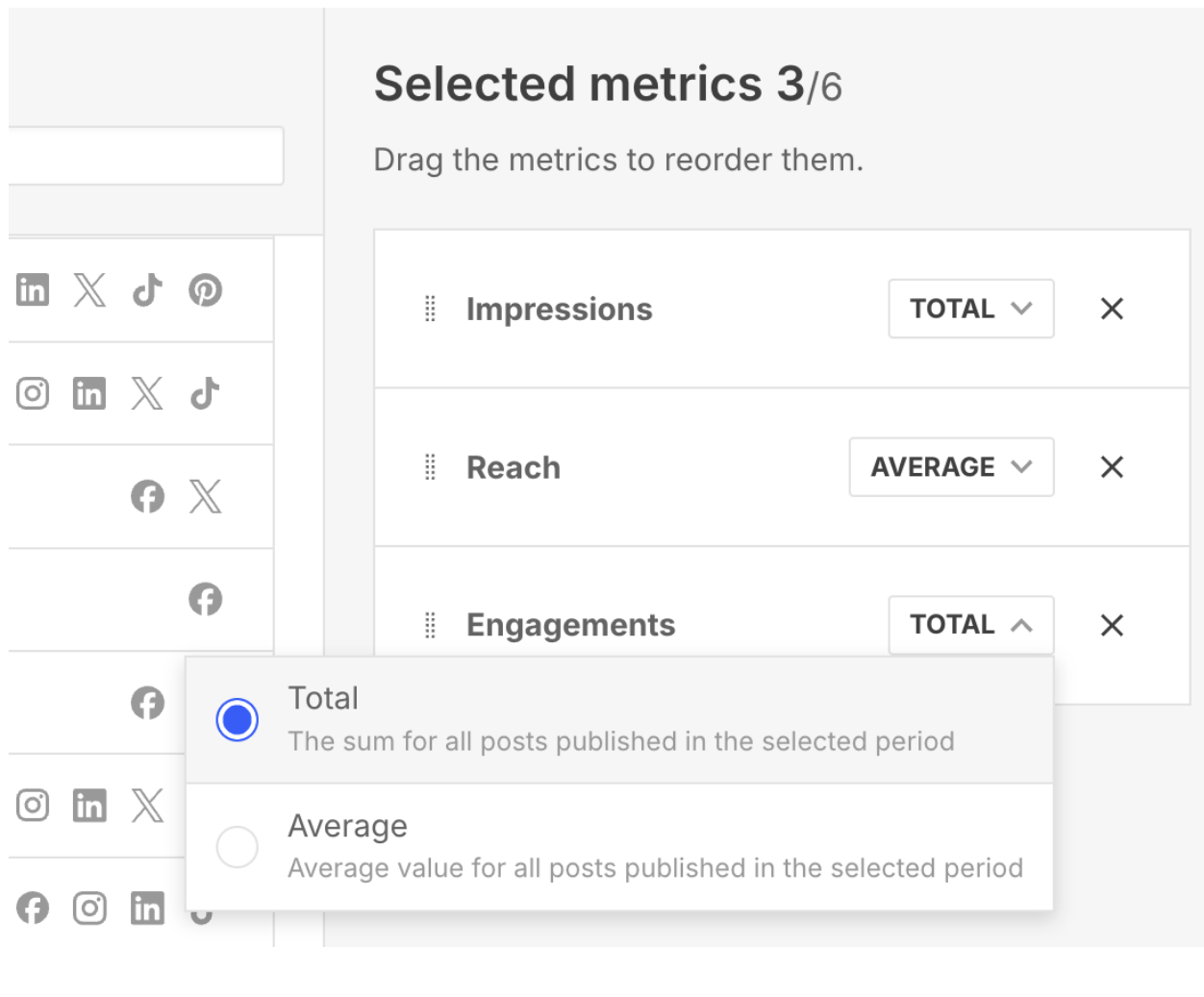
A metric's average value, on the other hand, is based on its totals—either the sum of the daily totals divided by the number of days (for channel metrics), or the sum of the posts' totals divided by the number of posts (for content metrics). The average value of a metric will always say **avg.** in the name.

Impressions



Selecting between total and average metrics

For widgets and metrics that support it, you can select a metric's average value from its dropdown menu when [creating](#) or [editing](#) a widget. You can also mix and match metric types freely.



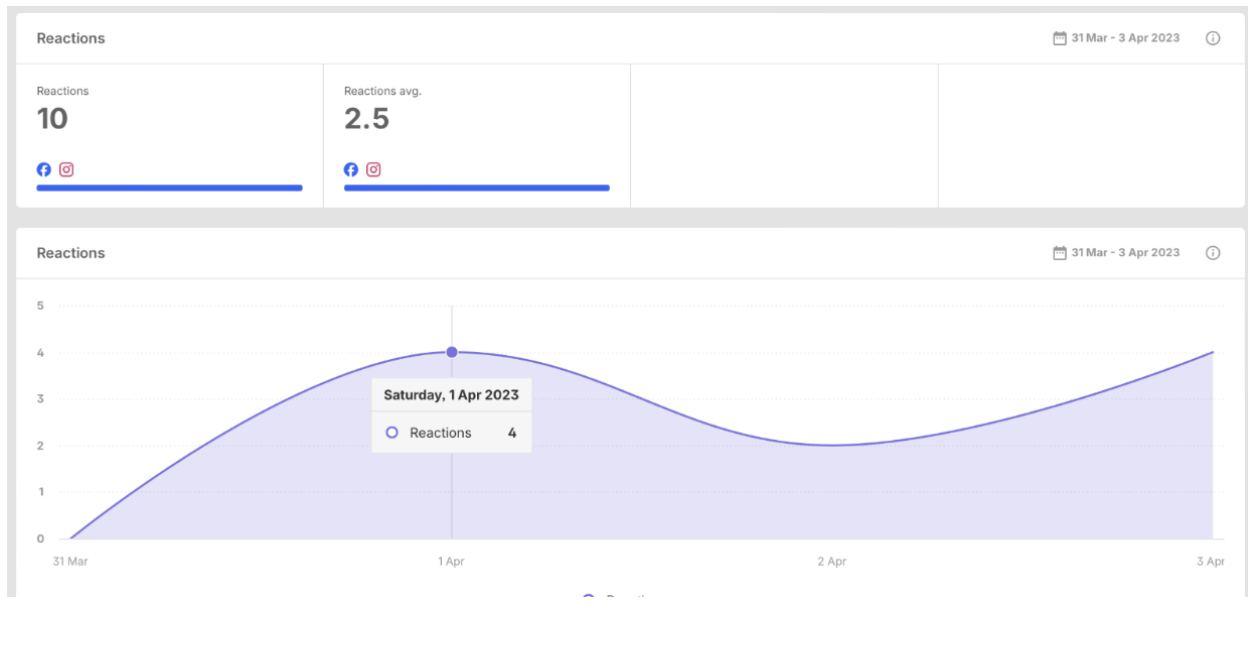
Averaging channel metrics

Average channel metrics show the metric's **average value per day**. This means that the value shown for each day, in the Time Series widget, will always be a total. Averages are calculated from the collective results of all daily totals during the selected date range.

Average channel metric =

$$(\text{Day 1 Total} + \text{Day 2 Total} + \text{Day 3 Total} + \dots) / \text{Total number of days}$$

For example, in the widget below, **reactions avg.** is calculated as: $(0 + 4 + 2 + 4 \text{ reactions}) / 4 \text{ days} = 2.5 \text{ reactions per day}$.



Averaging content metrics

















Average content metrics show the metric's average value per post. This means that the value shown for each individual post will always be the total value – even if you've selected an average metric. The average is calculated from the collective results of all posts in the widget.

Average content metric =

$(\text{Post 1 Total} + \text{Post 2 Total} + \text{Post 3 Total} + \dots) / \text{Total number of posts}$

For example, in the widget below, **engagement rate avg.** is calculated as: $(12.2 + 5.56 + 0 + 0 + 0 + 75 \text{ total engagement rate}) / 6 \text{ posts} = 15.46\% \text{ engagement rate per post}$.

Engagement Rate

DATE ↓	POSTS		ENGAGEMENT RATE	ENGAGEMENT RATE AVG.	
	6		10.64%	15.46%	
3 Apr 2023 4:30 PM	 The Hound Pits Pub Promoted Organic FB post boosted to FB & IG		12.2%	12.2%	 
31 Mar 2023 7:51 PM	 "General detection state" The Hound Pits Pub Promoted Organic FB post boosted to FB & IG		5.56%	5.56%	 
31 Mar 2023 6:54 PM	 The Hound Pits Pub Organic FB post boosted to FB & IG		0%	0%	 
31 Mar 2023 3:27 PM	 "Triple Outsider" The Hound Pits Pub dishonored		0%	0%	 
31 Mar 2023 3:11 PM	 Corvo Attano original concepts The Hound Pits Pub dishonored		0%	0%	 
31 Mar 2023 3:05 PM	 "Overlook" The Hound Pits Pub dishonored		75%	75%	