

Dependent Variable: ln(Followers)

Independent Variable(s): Mature, ln(Mean weekly watch hours)

$\ln(\text{Followers}) = 4.5149691 + -0.080855823 \text{ Mature} + 0.74480556 \ln(\text{Mean weekly watch hours})$

Parameter estimates:

Parameter	Estimate	Std. Err.	Alternative	DF	T-Stat	P-value
Intercept	4.5149691	0.50333946	$\neq 0$	897	8.970028	<0.0001
Mature	-0.080855823	0.079913666	$\neq 0$	897	-1.0117897	0.3119
ln(Mean weekly watch hours)	0.74480556	0.043023266	$\neq 0$	897	17.311693	<0.0001

Analysis of variance table for multiple regression model:

Source	DF	SS	MS	F-stat	P-value
Model	2	265.98242	132.99121	151.24508	<0.0001
Error	897	788.74045	0.8793093		
Total	899	1054.7229			

Summary of fit:

Root MSE: 0.93771494

R-squared: 0.2522

R-squared (adjusted): 0.2505