

We fit a linear regression for the economic journals demand model.

```
R> data("Journals", package = "AER")
R> journals_lm <- lm(log(subs) ~ log(price/citations), data = Journals)
R> journals_lm
```

Call:

```
lm(formula = log(subs) ~ log(price/citations), data = Journals)
```

Coefficients:

(Intercept)	log(price/citations)
4.766	-0.533

A scatter plot with the fitted regression line is shown below.

