

Research Article**The socio-psychological conditions of voting behaviour and health: Well-being and Well-being Factor Differentials****Paul Andrew Bourne¹, Angela Hudson-Davis², Charlene Sharpe-Pryce³, Olive Watson-Coleman⁴, Cynthia Francis⁵, Orlean Earle-Brown³, Ikhalfani Solan⁶**¹Socio-Medical Research Institute, Jamaica²Capella University, USA³Northern Caribbean University, Jamaica⁴Southern Connecticut State University, USA⁵University of Technology, Jamaica⁶South Carolina State University, USA***Corresponding author**

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Abstract: The authors recognized that there is plethora of literature on whether or not there are differences in subjective psychosocial well-being (SWB) of electors in other jurisdictions; however, the literature is lacking on the well-being of those who have allegiance to the People's National Party (pro-PNP) or the Jamaica Labour Party (pro-JLP). Hence, we seek to fill this gap in the literature. In this study, we tested the hypothesis that there is a difference between the SWB of electors who voted for a particular political party. In addition, we aimed to ascertain whether predisposed factors are likely to influence SWB as well as to assess certain socio-demographic conditions of voters. The Centre of Leadership and Governance Survey is a nationally representative survey conducted by the Department of Government at the University of the West Indies, Mona, Jamaica, between July and August 2006. The sample was selected from the fourteen parishes of Jamaica using a multistage sampling approach. Each parish was called a cluster, and each cluster was further classified into urban and rural zones, male and female, and social class. The final sample was then equally randomly selected from the 14 clusters; each containing a sample population of 1,338 respondents, with a sampling error of approximately $\pm 3\%$, at the 95% confidence level (i.e., CI). The data were stored and analyzed using the Statistical Packages for the Social Sciences. The results revealed that age, race, self-reported social class, and educational attainment explain 9.3% of the variance in subjective well-being of Jamaicans. Of the seven predisposed factors, social class contributes the most (4.6%) to well-being followed by education (3%), race (1%) and age (1%), with sex, voting behaviour, and enumerated electors not being factors of SWB. The subjective psychosocial well-being (SWB) of a pro-PNP is the same as that of a pro-JLP.**Keywords:** Subjective well-being, voting behaviour, Pro-People's National Party voters (pro-PNP), Pro-Jamaica Labour Party voters (pro-JLP), Jamaica.

INTRODUCTION

Psychosocial well-being is a subjective concept. Its operational definition is based on an individual's concepts of himself/herself within the wider psychosocial and cultural milieu; and can be associated with happiness, contentment and life satisfaction [1, 2]. In any examination of different moods of people, this must include their physical as well as mental well-being and the intercorrelation between moods and other tenets of health. McConville et al. [3] noted that; "Poor quality moods are associated with deficits in the diverse areas of cognitive function, health, and social relationship". Lyubomirsky [4] approached the issue from the perspective of positive psychology, noting that, to comprehend disparity in

self-reported happiness between individuals, "one must understand the cognitive and motivational process that serves to maintain, and even enhance happiness and transient mood". She continued and also identified 'comfortable income', 'robust health', supportive marriage and 'lack of tragedy' or 'trauma in the lives of people as factors that distinguish happy from unhappy people [4], which earlier on was purported by Diener and colleagues [5].

Within this context, subjective well-being (SWB) is fundamentally a primary human concern. This is not a recent phenomenon as it can be traced as far back as the sixth century BC, when the Classic Greeks studied 'human flourishing' or state of living [6]. The

Romans and the Hellenistic Greeks followed Classic Greeks with studies on ataroxia, which is a certain state of happiness ‘within one’s own control [6]. Studies on subjective well-being continued even after the works of the Romans and Hellenistic Greeks, and are still a part of the academic literature in contemporary societies. Despite the interests in different areas of subjective wellbeing, there have not been any studies, which examined the difference between subjective well-being of voters within a Jamaican context.

Generally, some research has been done on the relationship between psychological well-being and voter behaviour. One scholar has forwarded the perspective that differences do exist between the psychological states of voters [7]. He writes that some people vote out of ‘guilt’ [7], which is a negative psychological state of mind. Laver offered a number of reasons for this type of behaviour. They include ‘citizen’s duty, satisfaction of belonging to a democracy’ and ‘satisfaction of supporting a particular party [7]. Laver also indicates that they could do so because of ‘benefits to be expected’, that comes from a

positive mood [7]. Another group of scholars argue that a higher degree of subjective well-being (happiness) is experienced by electors whose party is in power [8-9], and this could be lower for the opposition’s pro-party supporters.

For the purpose of this paper, wellbeing is characterized by subjective psychological conditions. It is simply a measure of individuals’ self-reported overall quality of life and is derived from a number of questions on needs and life satisfaction. Self-reported happiness has been found to be a ‘good’ valuation of someone’s quality of life [10-15]. In order to examine the difference between subjective psychological well-being of voters in Jamaica, a number of variables were introduced to test the hypothesis that the subjective psychological states of pro-PNP voters are different from that of pro-JLP voters. These variables are: on the level of education, social class, race/ethnicity, being enumerated and gender of the respondents. Primarily, this paper will employ Laver’s perspective as well as Ajzen’s theory of Planned Behaviour (Figure 1) to examine the studied phenomenon.

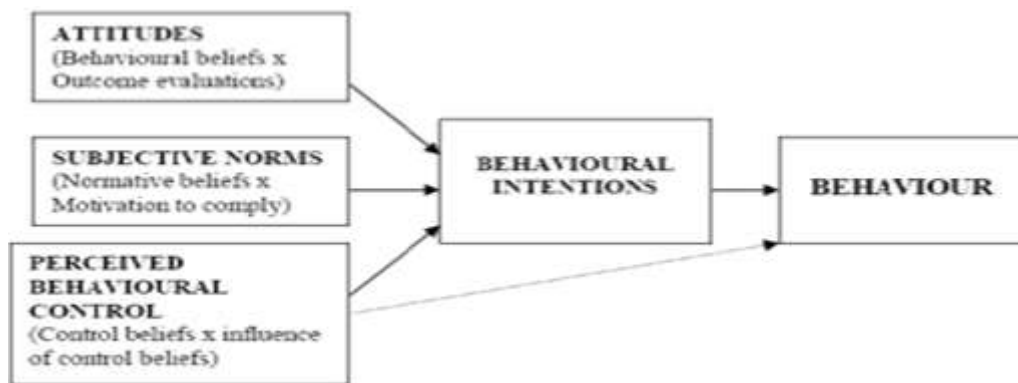


Fig-1: Ajzen’s theory of Planned Behaviour

Conceptual Framework

Studies revealed that positive moods and emotions are associated with prosperity [16] as the individual is able to think, feel and act in ways that foster resource building and involvement with a particular goal of materialization [17]. As the individual develops self-confidence he/she adapts a series of positive attitudes that guide further actions [18]. Positive mood is not only limited to active responses by people, but studies show that “counting one’s blessings,” “committing acts of kindness”, recognizing and using signature strengths, “remembering oneself at one’s best”, and “working on personal goals” all positively influence well-being [18-19]. Happiness changes with time and situation; hence, happy people can experience negative moods [20]. A typical example is when politicians provide assistance to people and care for some of the needs that these individuals would not have been able to fulfill by themselves. This provides some degree of contentment, happiness and satisfaction. The ‘good deed’ of the

politician is internalized by the recipient which is the rationale for the particular psychological state.

The politicians’ acts of kindness are associated with some level of political participation from the voters; and the voters, on the other hand, experience a certain state of happiness, and a sense of obligation to repay the government of their “good deeds. Within this situation, voting behaviour is linked to political patronage and the psychological state of the individual is the determinant of either happiness or unhappiness. Research has shown that this is a major determinant of conventional political participation [21-28] and is also an indication of people’s voting pattern in general and local government elections. Psychological well-being is also linked to the unswerving (“diehard”) allegiance to political parties either through political patronage or the ideological position held by the party. This situation depicts a bonding between the party’s ideological perspectives and that of the voter, which explains the intrinsic motivation to support that particular institution [29-30].

The literature however, fails to explain the psychological state of voters who are not offered political patronage for their involvement in the political process. It also fails to capture the subjective well-being of voters who benefit through party selection rather than patron clientelism. The question of whether the subjective well-being of voters of the opposition party is affected in the same way as those of the ruling party is also not addressed by the literature.

In addressing the psychological well-being of voters it is essential that it is placed in a conceptual framework. This speaks to the psychosocial state as a function of their voting behaviour, age, social status, education, willingness to vote and other social and cultural variables. The dialectic role of contentment, happiness, satisfaction, perception of the political system and politicians' involvement in people's lives may seem difficult to comprehend and [31] reasoned that it may be a continuation of voter participation in the electoral process. They contend that if people perceived the process to be efficient and fair, the result will contribute to a higher level of individual well-being.

The dynamics of psychosocial determinants of human behaviour are explained by Ajzen's Theory of Planned Behaviour. The theory posits that individuals voting behaviour is guided by their behavioural intention [32]. The behavioural intentions, he argues, is a function of the individual's attitude toward the behavior and their subjective norms surrounding the performance of the behaviour [32]. In addition to the individuals' perception, there is behavioural control; the ease with which the behaviour can be performed. The individual's attitude toward voting is based on their feelings (positive or negative) as it relates to performing the behaviour, which is captured in Ajzen's Theory of Planned Behaviour [32]. This can be achieved through a careful assessment of the individual's belief in relation to benefits that will be derived from performing the behaviour.

A. Subjective Well-being

The concept of subjective wellbeing, for some scholars, is synonymous with self-reported happiness in life or self-satisfaction. This could be either an answer to a single variable on perceived happiness or a number of questions about one's well-being. In defining the concept of subjective psychological well-being, the individual is reporting on the general state of his/her life; these include aspirations, achievements, failures, and emotions of human-beings. The following articles [1, 2], [4, 5] define happiness as the degree to which an individual judges the overall quality of his or her life as favorable. Another approach forwarded by various authors [5], [33 -36] is that subjective well-being is a state of happiness – positive feeling status and life satisfaction. This is related to, satisfaction of

preferences or desires, health or prosperity of an individual [37-40], or what some psychologists refer to as positive effects. Simply put, well-being is subjectively what is 'good' for each person [41]. It is sometimes connected with good health. Crisp [41] explains that when discussing the notion of what makes life good for the individual living that life, it is preferable to use the term 'well-being' instead of 'happiness.' This underlines the use of the term *well-being* in this paper as oppose to good *health*.

In order to forward an understanding of what constitutes well-being or ill being, a system must be instituted that will allow us to coalesce a measure that will unearth peoples' sense of overall quality of life from either economic-welfarism [42] or psychological theories [43-45]. This must be done with the general construct of a complex man. Economists such as Smith and Kingston [46], Stutzer and Frey [47] (as well as a psychiatrist Engel [48-52]) believed that the state of man's well-being is not only influenced by his/her biologic state but that it is always dependent on his/her environment, economic, and psycho-sociologic conditions. Here a multivariate model is more in keeping with the aforementioned perspective than a bivariate approach, and so we opted to utilize econometric modeling.

Stutzer and Frey [47] did not limit the study of subjective well-being to a construct, but they went further to test the hypothesis of happiness being a predictor of subjective well-being within an econometric model. They referred to as the micro-econometric happiness function – this is written as -

$$W_{it} = \alpha + \beta X_{it} + \epsilon_{it} \quad (1)$$

Where W_{it} represents subjective well-being, X_{it} denotes $x_1, x_2, x_3,$ and so on, in which x_1 to x_n are variables – 'sociodemographic', 'environmental', and 'social', 'institutional' and 'economic conditions' [47]. Furthermore, according to Stutzer and Frey [47], the classical economists and the positivists, were not concerned with the valuation of happiness as it was thought to be highly subjective. Each person was believed to have a different perspective on what constitutes his/her 'good life' and the indicators of individual well-being became highly problematic. The study of such subjective indicators was left to the psychologists.

Stutzer and Frey, however, defied this belief and provided critical discourse on the issue from an economic perspective. They theorized that subjective well-being is a proxy for utility, a construct that economists know so well [47]. This provides precedence for the econometric approach to the study of psychological well-being and voting behaviour used in this article.

The psychological factors that affect the well-being of voters are consistent with the lifespan perspective, which posits that biological, psychological, and social forces are involved in well-being and their effects are often interwoven. They are associated with the well-being of individuals within an economic, social, cultural and political reality. Within this framework the voting patterns of Jamaicans have bearings on democracies across the globe as well as patterns intrinsic to the internal political culture. The trends and observations of the voter behaviour have shown possible associations between place of residence (garrisons), party affiliation, and party preference. Studies have found linkage between the subjective well-being of community and have embarked on measuring it at this level [53-55] or at the household level [36], [54]. Other experts have sought to use empiricism, biomedical indicator (absence of disease symptoms) life expectancy and an economic component (Gross Domestic Product per capita) and welfarism (utility function).

The psychological variables that drive voter behaviour in garrisons are multi-dimensional as there is a mix of group dynamics, social interactionism, observational learning (also known as: vicarious learning, social learning or modeling). This is learning that occurs as a function of observing, retaining and replicating behaviour observed in others. Social learning theorist Albert Bandura posits that learning can take place from observing and modeling the activity or behaviour [56]. Following this theory the voters in garrison constituencies vote for the party that is dominant in that community and this trend normally continues from one generation to the next. Oftentimes, individuals and families will vote based on the observation of the patterns of their family, friends or the influential person's party of choice. The voting behaviour of the individuals is also modeled on the communities' choice of candidate.

Recent studies have shown an association between happiness and income [32-35], [47]. Easterlin posited that "the relationship between happiness and income is puzzling" [34], and found people with higher incomes were happier than those with lower incomes. He indicated that this is a correlation between subjective well-being and income [47]. In trying to provide a proper justification of this reality, he claimed that "those with higher income will be better able to fulfill their aspiration and, with all other things being equal, on an average, feel better off" [34]. Well-being, therefore, can be explained outside of welfare theory and/or purely on objectification- objective utility [47], [57].

Whereas Easterlin found a bivariate relationship between subjective well-being and income, Stutzer and Frey revealed that the association is a non-linear one [47]. They concretized the position by offering an explanation that "In the data set for

Germany, the simple correlation is 0.11 based on 12,979 observations" [47]. Nevertheless, from Stutzer and Frey's findings, a position association does exist between subjective well-being and income despite difference over linearity or non-linearity.

Given the associations with psychological well-being and levels of income the Theory of Motivated Economic Voting posited that people making choices among competing alternatives need not only focus on the economy, as the government's performance presents as many opportunities for the creation of decision as there are roles inherent in public office [58, 59]. It is with these concepts in mind that individuals in the middle and upper classes decide on the party of choice. The link between income and happiness suggests that individuals with considerably lower than average income, and with heavy family responsibilities are likely to have a low sense of well-being. Notwithstanding the stated links between psychological well-being and income, there seems to be other variables that need to be explored such as income, which is relevant to individuals at varying levels. Income is related to other factors such as having a good education, having a high paying job, and enjoying a good quality of life. Blanchflower and Oswald [55] found that Blacks in the US are much less happy, than whites. Reported well-being is greatest among women, married people, the highly educated and those living in stable households. Furthermore, those that are unemployed or in second marriage unions are deemed to be less happy.

B. Subjective Psychological State of Voters

The psychological factors that causes individuals to be aligned to one party despite that party's poor performance gives credence to the theory that voting behaviour is a function of individual differences and other external factors [60]. Time plays an important role in psychological well-being, as environmental and emotional stimuli are constantly changing and this affects how well-being is reported. This invariably affects the state of mind of the individual when he/she is required to vote. However, it should be noted that the subjective nature of well-being, even more so, self-reported well-being, raises questions of reliability. Well-being ratings for an individual over time will be subject to several demographic, economic and social factors.

Voting patterns in most democracies across the world are linked to the benefits gained from the choice of candidate or party. Edlin, Gelman and Kaplan [61] emphasized these benefits and made reference to the intrinsic theories of voting. Their argument is based on the premise that voting is an experience that provides psychological benefits. Such explanations, however, do not help us predict variations in voter turnout, such as reasons for high turnout in close elections and Presidential elections; nor do they provide guidance in

understanding which candidate or candidates a voter prefers.

Rodriguez [62], in an attempt to advance the referent theory of happiness and its relationship with income, provided an explanation based on the inner and outer taxonomy. Stoicism as an inner referent, which explains that individuals can be happy independent of their external conditions, given that happiness is a matter of mental attitude, inner will and disposition towards fate [63]. Virtue, another inner referent, is posited as the practice of acting correctly, doing well according to our conscience, in pursuit of moral excellence, in doing goodness and righteousness. Enjoyment, an outer referent, suggests that happiness is based on the enjoyment of goods and services. Satisfaction and fulfillment are two other outer referents. The first is associated with the fact of 'having enough to' and of comparing achievements to standards or aspirations. The second speaks to the fulfillment of human being's capabilities (e.g., an Aristotelian eudemonia and Chuang Tzu's idea of fulfillment of person's natural capabilities). Therefore, based on these assumptions voter behaviour is linked not only to individuals' material wealth but their overall self concepts as well as their psychological well-being.

MATERIALS AND METHODS

During the months of July and August 2006, the Centre of Leadership and Governance, Department of Government (CLG) at The University of the West Indies, Mona Campus, conducted a survey on a stratified probability sample of 1,338 respondents [64]. The sampling design used for the study was also used by the Statistical Institute of Jamaica. The survey was the first of its kind as it collected data on Jamaican's Political Culture. Face-to-face interviews were used to collect the data using an instrument, which took about 90 minutes. The instrument consisted of 166 items that were taken from Latinobarometer and Eurobarometer cross-cultural survey; the American National Election Studies series; the Harvard/Washington Post Leadership survey, the New Zealand Election Surveys and the Cross-cultural Variations in Distributive Justice Perception survey, and Carl Stone surveys. The instrument was vetted by senior scholars at the University of the West Indies (Sociologists, Psychologists, Methodologists, Statisticians, Political Scientists and Economists), researchers as well as by interviewers within the data divisions of the Statistical Institution of Jamaica (STATIN) and Social Development Commission (SDC). After the vetting phase, the questionnaire was pre-tested in a number of communities across the 14 parishes of Jamaica as well as among UWI faculty and the student population. Modifications were made at a training symposium based on the comments received from the different interviewers and remarks of trained researchers. The training symposium was hosted by Lawrence Alfred Powell in collaboration with Paul Andrew Bourne and

Lloyd Waller whom are scholars and researchers in the department of Government, Faculty of Social Sciences, the University of the West Indies, Mona Campus. All the interviewers employed by the CLG's team were either data collectors by STATIN or SDC. In addition, all the participants in the survey gave verbal consent before they were allowed to be interviewed, and this was done by interviewers who read them their rights and responsibilities.

Data were stored and retrieved using the Statistical Package for the Social Sciences (SPSS 21.0). The sampling error was $\pm 3\%$ at the 95% confidence level (i.e., CI) and the overall response rate for the survey was 95.7%. This was done to aid the external validity of the survey, as well as to enhance the associational and inferential statistics. Cronbach alpha was used to test the internal reliability of SWB, which was a 5-item Likert scale question. The Cronbach alpha for SWB was 0.841. Descriptive statistics was used to provide background information on the socio-demographic characteristics of the sample as well as percentages on particular variables. Chi-square and analysis of variance (ANOVA) were employed to examine bivariate correlations of some variables. Multiple regression analysis is suitable for this study as we seek to examine a number of variables possibly simultaneously correlating with a single normally distribution metric dependent variable – subjective well-being. Normality of each metric variable was tested – dependent variable (subjective psychosocial well-being) and age as an independent variable- and the acceptable skewness for normality was less than 0.5. With regard to the variables with the multiple regression models, multi-collinearity was checked using tolerance; and any variable, which had a tolerance of less than 0.5 was omitted from the model. This is in keeping with the rule of thumb that if tolerance is less than 0.20, a problem with multi-collinearity exists as a tolerance close to 0 indicates a high multi-collinearity with other independents variables and so we use a cut off of 0.5 as the safe zone, otherwise a variable was removed from the model. The initial explanatory variables that were utilized in the model below were taken from research literature, and chosen for study. The below multiple regression equation is used to test the effects of those variables that correlate with subjective well-being. The final model will constitute of only those variable that are statistically associated with subjective well-being ($p < 0.05$); and the standardized residual curve was utilized to examine how the data fit the model as well as the F statistic (ANOVA table), which is used to test the model's ability to explain any variation in the dependent variable. In addition to the aforementioned issues, beta weights (standardized coefficients) were used to examine and enable comparisons of variables of different magnitude and dispersions. The significant value of the F statistic is less than 0.05, which means that the variation that exists in the model is not due to chance.

$$SWB_i = \alpha_0 + \beta_1 A_i + (\sum \beta_j E_{ji}) + \beta_3 V_i + \beta_4 S_i + (\sum \beta_j R_{ji}) + \beta_6 En_i + (\sum \beta_j SS_{ji}) + \epsilon_i \quad (2)$$

Where:

SWB_i is subjective well-being of person i .
 A_i is age in years of individual i ,
 E_{1i} to E_{3i} are dummy variables associated to the educational level of person i . E_{1i} refers primary level education, E_{2i} denotes a person who has secondary level education and E_{3i} indicates a person who has attained post-secondary level (or tertiary level education), and the primary group is the reference group.
 V_i signifies voting behaviour (degree of voting behavior for either the PRO-PNP; PRO-JLP)
 S_i gender of respondent i , 1 is female and 0 if male.
 R_{1i} to R_{2i} are dummy variables associated to the race of person i . R_{1i} refers Caucasian (white), R_{2i} denotes a person who is black or brown, and Chinese and Indians is the reference group.
 SS_i indicates self-reported social class of person i . SS_{1i} to SS_{2i} are dummy variables associated to the self-reported social class. SS_{1i} refers middle class, and SS_{2i} is upper class and the reference group is lower class.
 En_i represents the being enumerated or not, 1 if enumerated, 0 if non-enumerated
 α_0 is the intercept,
 β_{1-7} , where 1 to 7 are regression coefficients.

Definitions of variables

Subjective well-being: This is the self-reported psychological state of an individual, which include, state of health, feeling of security about being able to afford necessities, love, warmth, friendship, self-esteem, and self-actualization [44]. It is measured based on the aggregate measure of individual scores of subjective self-reported scores of well-being with equal weights for each person. This is the same approach used by Diener [45], Diener and Seligman [20] and Di Tella and MacCulloch [8] in measuring the ‘National Happiness Indicator’. The Cronbach alpha for the five-item scale is 0.841 (or $\alpha = 84\%$). The index is constituted by summation the mean of five Likert scale (0= “least” to 10= “Most”). Further, from 0 to 1 indicates very low, low ranges from 2 to 3 and moderate is from 4 to 6 and high is from 7 to 10: $SWB = \sum L_i$, where i ranges from 0 to 10, the least score is 0 and the maximum score is 10. Higher scores indicate that respondents are experiencing greater state of subjective well-being.

Voting behaviour: Voting behaviour is the level of voters’ participation in a democratic society. In other words, voting behaviour here refers to “which party you intend to either vote for or have voted for,” and the frequency of support or lack of support.

Voting_beh1 1=pro-PNP (Always and usually), 0=Otherwise

Voting_beh2 1=pro-JLP (Always and usually), 0=Otherwise

The referent group is those who have voted for both parties

Age: Age is a number of years lived up to the present, from one birthday to the next, which is measured as a continuous variable

Gender: Gender was represented as a binary variable (1=female, 0=male)

Race: This is represented as a binary measure:

Race1 1=White, 0=otherwise

Race2 1=Black or Brown, 0=otherwise

The referent group is others (Chinese, Indians, etc.)

Voter enumeration: Enumeration here is defined as the self-report of people who indicated that they are registered to vote in an election. In the survey it was denoted as a binary value (0=No, 1=Yes).

Self-reported Social status: Social class here is defined subjectively. Respondents were asked to indicate using their self-assessment as to which social class they consider themselves to be in (1) working class, (2) middle class, and (3) upper class. This was recorded as:

socialcl1 1=middle class, 0=otherwise

socialcl2 1=upper class, 0=otherwise

the referent group is lower class

Individual’s Educational level: The total number of years of schooling, (including apprenticeship and/or the completion of particular typology of school) that an individual completes within the formal educational system. This is binary variable:

IndEdulevel1 1=primary/preparatory, 0=otherwise

IndEdulevel2

1=secondary/vocational/high, 0=otherwise

IndEdulevel3 1=tertiary and professional training, 0=otherwise

The referent group has no formal education

RESULTS

A. Socio-demographic Characteristics

The sampled population was 1,338 people, with 44.3% (n=574) males and 55.7% (n=723) females, which represents a 96.9% (n=1,297) response rate. The average age of the sample was 34 years and 11 months (± 13 yrs. 7 mths.), with a minimum age of 16 years and a range of 69 years. Approximately 4.6% (n=60) of the respondents had attained at most primary/preparatory school education (of which 1.5%, n=20; have had no formal education). While 50.6% (n=653) having obtained secondary/high school level education, 18.5%

(n=239) vocational education, 22.5% (n=291) tertiary level education compared to 3.7% (n=48) who have (or had) pursued post-tertiary level education (i.e. professional training after completing University). Furthermore, some 59% (n=766) of the respondents classify themselves as being within the working (lower) class, 36.6% (n=476) stated that they are part of the middle class compared to 4.4% (n=57) who revealed that they are a part of the upper class.

Of the total sample of respondents (n=1,338), 98.6 percent (n=1,319) were used for this question (i.e., self-reported psychological well-being index). The mean value for the subjective well-being of Jamaicans is 7 ± 1.7 , with a mode being 7.8. Hence, the general subjective well-being of Jamaicans is high (i.e., 7.8 out of 10; and 7 out of 10).

Table I: Perceived Social Class by Educational Level

Subjective social class:	Educational Level									χ^2
	No formal education	Primary/Prep school	All-Age school or some Secondary education	Completed secondary school	Vocational/Skills training	University graduate (Undergraduate)	Some professional training beyond university	Graduate degree (MSc, MA, PhD etc)		
Working class	17 (85.0%)	33 (84.6%)	144 (73.5%)	266 (61.9%)	138 (58.5%)	106 (43.1%)	19 (39.6%)	9 (22.5%)	102.543***	
Middle class	1 (5.0%)	5 (12.8%)	44 (22.4%)	142 (33.0%)	93 (39.4%)	130 (52.8%)	25 (52.1%)	26 (65.0%)		
Upper class	2 (10.0%)	1 (2.6%)	8 (4.1%)	22 (5.1%)	5 (2.1%)	10 (4.1%)	4 (8.3%)	5 (12.5%)		
Total	20	39	196	430	236	246	48	40		

*** p<0.001, ** p, 0.01, *p<0.05

B. Bivariate Correlations

There is a positive correlation between one's perceived social class and his/her educational attainment ($\chi^2 (14) = 102.543, \rho = 0.001$). The association is a weak one (contingency coefficient equates to 0.275 or 27.5%, n=1255). Continuing, of those who indicate tertiary level training (MSc or PhD), the middle class respondents are 2.9 times more likely to attain this qualification than the working class (22.5%, n=9); and the middle class are 5.2 times more likely to attain this degree than those in the upper class (12.5%, n=5). On the other hand, working class respondents are 17 times more likely to have no formal education than a middle class respondent and 8.5 times more than an affluent respondent (Table 1).

The findings reveal that the middle class are primarily the custodian of tertiary and professional level

education (Table I), and higher educational generally in Jamaica. Even though, the working (lower) class has the highest degree of no formal education (85%, n=17), the respondents within this categorization still receive a higher percentage of educational attainment in all typology of educational system of Jamaica.

Well-being

Present economic situation and that of ones family

Approximately one-half of the sampled population (49.5%, n=660) stated that their economic well-being is above average when compared to that of their family. On the other hand, some 6.8% (n=90) mentioned that it was worst ("bad") than that of their families', with 12.3% (n=164) remarked 'fairly bad' compared to 27.1% (n=361) indicated that it was actually 'fairly better' while 4.4% (n=58) said it was 'very good' in reference to that of their families'.

Table II: Subjective Social Class (SSC) by perception of current economic situation of family

Subjective Social Class	How would you describe your present economic situation and that of your family?					χ^2
	Very good	Fairly good	About average	Fairly bad	Very bad	
Working (lower) class	18 (33.3%)	145 (41.0%)	405 (63.1%)	129 (81.1%)	67 (78.8%)	150.01***
Middle class	25 (46.3%)	190 (53.7%)	223 (34.7%)	23 (14.5%)	12 (14.1%)	
Upper class	11 (20.4%)	19 (5.4%)	14 (2.2%)	7 (4.4%)	6 (7.1%)	
Total	54	354	642	159	85	

*** p<0.001, ** p<0.01, *p<0.05

There is a statistical correlation between subjective social class and perception of current economic situation of family – χ^2 (df=8) =150.0143, $p < 0.001$. From Table II, substantially more of those who classify themselves within the lower (working) class perceived that they are doing worst than their families (78.8%, n=67) than those in the middle class, 14.1% (n=12), compared to 7.1% (n=6) of those in the upper class. The perception of having attained predominantly more economically than their family, the middle class was ranked first (46.3%, n=25), followed by the current set of working (lower) class (33.3%, n=18) in comparison to the upper class (20.4%, n=11).

Past and Future Personal Well-being of Respondent and that of their Families'

Some 8.3% (n=111) of Jamaicans perceived that their economic well-being was much better compared to 19.1% (n=255) who stated it will be much better in the future. Generally, the respondents believed that the future holds a better economic livelihood than the past except in 'don't know' and the 'much worse' categorizations.

National Economic Well-being

Generally, the findings reveal that Jamaicans believe that the state of the economy in the upcoming 12-months is likely to be better than currently or of the past. Notwithstanding the low percentage (1.5%, n=13) of respondents who perceived that the state of the current economy is 'much better.' and this represents a more than 100% decline (2.9%, n=39) when compared to the past and a greater than 600% optimism of the future (6.4%, n=85).

Salary Coverage, Livelihood

When respondents were asked 'Does your salary and the total of your family's salary allow you to satisfactorily cover your needs?', 13.3% (n=170) indicated that they are able to 'cover their expenses and save', with 26.6% (n=340) indicating that they are able to meet their living expenditures 'without great difficulty' while 40.7% (n=520) mentioned they are having difficulties meeting expenses with 19.3% reported that they are having 'great' difficulties in providing and meeting their living needs.

Education of pro-JLP versus pro-PNP voters

Overall the pro-PNP sympathizers have a substantially more of the people with tertiary level education (16.1%) and vocational skill training (15.1%), with marginally more individual of secondary level education (4.3%). Pro-JLP sympathizers are marginally more (0.8%) than pro-PNP sympathizers at the pre-secondary level, and at the professional level (3%).

Social Status of pro-PNP versus pro-JLP sympathizers

The majority of the self-reported social class classified people indicated that they have a preference toward the pro-PNP compared to the pro-JLP. The category with the widest margin is the upper class (10.9%), followed by the middle class (10.4%), and last by working class (6.5%).

Subjective Psychological Well-being (SWB) of voters: Last General Election

Table III: Mean SWB for Degree of Electors' Voting Behavior

Description	Mean	Standard deviation	Number of observation	ANOVA
Always voted PNP	6.82	1.86	324	[4,805] = 1.855
Always voted JLP	6.33	2.03	116	
Both	6.82	1.92	143	
Usually PNP	6.87	1.44	139	
Usually JLP	6.33	2.03	88	
Total	6.75	1.8	810	

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

The findings reveal that there is no statistical difference between the subjective well-being of an elector who always votes for a certain party, usually votes for the same party or votes for either JLP or PNP (Table III). It should be noted that the SWB for the 'diehard' PNP voters (always for the same party) is 0.49 more than the individual who is a 'diehard' JLP voter.

This difference is statistically the same, and so it holds for all the other sub-groups.

In this section of the paper, we describe the results of the multivariate analysis in attempting to test the hypothesis stated in Eqn. (1).

$$SWB_i = f(A_i, E_j, V_b, S_i, R_{ji}, En_i, SS_{ji}, \epsilon_i) \quad (2)$$

Table IV: Multiple regressions of SWB and Some Explanatory Variables

Dependent variable: Subjective well-being		
Predictor	Unstandardized coefficients	Standardized coefficients
Age	0.010*	0.079
IndEduLevel1	1.315*	0.155
IndEduLevel2	1.175*	0.311
IndEduLevel3	1.729***	0.428
Voting behaviour pro-PNP	0.336	
pro-JLP	-0.290	
Sex	0.112	
Race White only	-1.021*	-0.173
Blacks only	-0.705	
Voter enumeration	-0.136	
Self-reported social class Socialcl1	0.718***	0.194
Socialcl2	0.883**	0.032
Intercept	5.651	

A Unstandardized regression coefficients can be used to compare the magnitude of change one unit of the variable has on SWB. Adjusted R2 =9.3%; n=664, F =6.650, $\rho < 0.001$, *** $\rho < 0.001$, ** $\rho < 0.01$, * $\rho < 0.05$

The results of the model in Table III revealed that age, race, self-reported social class, and educational attainment can explain 9.3% (i.e., adjusted R²) of the variance in subjective well-being of Jamaicans. The data showed no relationship between subjective well-being and voting behaviour (i.e., pro-PNP supporters, $\beta = 0.336$, $\rho < 0.05$; pro-JLP, $\beta = 0.290$, $\rho < 0.05$); sex ($\beta = 0.112$, $\rho > 0.05$); and being enumerated (or not) $\beta = -0.136$, $\rho > 0.05$.

The model had statistical significance to explain the variation in subjective psychosocial well-being, and that this is not due to chance. The F statistic= 6.650 which is less than 0.05 (Table IV), which means that the variation exists and is explained by the model but is not due to chance. Here we are sure that the age, self-reported social class, race and educational attainment has an impact on subjective psychosocial well-being (SWB) of Jamaicans.

Table IV reveals that a higher level of educational attainment means greater SWB of Jamaicans (using beta weights – standardized coefficients), indicating that education positively correlated with SWB, and that this is one way of improving SWB of an individual. There was also a direct association between age and SWB as well as subjective social class and SWB. This means that older Jamaicans have a greater SWB than younger ones; and that middle class Jamaicans (beta = 0.194) had the greatest SWB than upper class (beta=0.032) with referent to working class respondents.

Furthermore, of the four selected explanatory determinants of the model, by squaring the partial

correlation for education, it follows that education’s contribution to subjective well-being is 3% compared to self-reported social class’s contribution, which is 4.6%, while the others contributed 2% to the model. Of the 2%, race and age contribution was the same. An important finding in this study is, people who are of other race (i.e., Chinese or Indian), have a higher SWB than whites, blacks and those who indicate that they are brown (i.e., mixed race).

The findings (Table IV) revealed that there is no statistical difference between the SWB of males and females ($p > 0.05$) as well as for those who are enumerated to vote in the 2007 general elections, and whether a voter is Pro-PNP or Pro-JLP ($p > 0.05$).

We can now further investigate the unstandardized coefficients in order to understand a comparison of the magnitude of a unit change in variable by using equation 3, below.

$$SWB_i = a + b_1A + b_2E_1 + b_3E_2 + b_4E_3 + b_5R_1 + b_6SS_1 + b_7SS_2 \tag{3.1}$$

$$SWB_i = 5.651 + 0.01A + 1.3E_1 + 1.2E_2 + 1.7E_3 + 0.290R_1 + 0.718SS_1 + 0.883SS_2 \tag{3.2}$$

We have concluded that there is no statistical difference between the SWB of someone who votes for the pro-PNP versus an individual who votes for the pro-JLP. However, of all the predisposed variables used in this model, race is the only one that illustrated that it is inversely associated with subjective psychological well-being (SWB); the others were directly related to SWB.

DISCUSSION

Carl Stone popularized the use of the survey method of investigating voting behaviour of Jamaicans [23-28]. Many scholars continue to provide works on voting behaviour, democracy, opinion polling and continue to use the same technique that has always been used in analyzing voting behaviour. However, no literature exists on the subjective psychological well-being of electorates who have a tendency to vote for the People's National Party (pro-PNP) or the Jamaica Labour Party (pro-JLP). The current work examines a national representative survey of Jamaicans in order to evaluate this phenomenon, and in the process narrowed the gap that exists in the literature. This article is just the initiation of the process of examining this phenomenon and there is room for a substantive amount of research. This is an unexplored area in the Caribbean political landscape, and so this study does not provide all the answers. Instead, we are offering an introductory explanation of a phenomenon, which contextualize the subjective psychological well-being of the Jamaican electorates. The findings show that the subjective psychological well-being of those who will vote (or have voted for) for the pro-PNP is the same as for those who will vote (or have voted for) for the pro-JLP. Using the proposition forwarded by Di Tella and MacCulloch [8, 9], the subjective well-being (happiness) of pro-PNP voters should be greater than that of those people who support the JLP intuitively because (1) partisanship, (2) the likelihood of patronage, and (3) contentment that the then ruling party shares the same ideological perspective as that individual. However, this was not the same in Jamaica.

In this current study, we found that pro-PNP Jamaicans are more educated at the tertiary, vocational and secondary level than their pro-JLP counterparts. Another revealing observation is the positive relationship between educational attainment and perceived social status. Hence, it was not surprising that the middle class had a substantially greater percentage of the highly educated populace (post-secondary education) than the other subjective social class cohorts. In fact, the middle class had a higher percentage in the category of presently doing 'very good' and 'fairly good' compared to those in the lower and upper class. Embedded in this finding is an indication of the subjective psychological state of educated class in Jamaica. Therefore, it came as no surprise that the SWB for the middle class was greater than that of the other class types; because the middle class (or the educated class) would have a higher intrinsic well-being from their socio-economic accomplishments as well as the fulfillment from having attained a certain degree of self-esteem self-actualization from life.

The general subjective well-being (SWB) of Jamaicans is high (i.e., a mode 7.8 out of 10; or a mean of 7 out of 10). We also found that there is no difference between the SWB of diehard PNP and JLP voters (mean of 6.82 for those who 'always voted for

the PNP' and 6.33 for those who 'always voted for the JLP', with a $p > 0.05$). These findings contravenes studies done by Di Tella & MacCulloch [8, 9], as the SWB for pro-PNP voters is not different from that of the opposition's pro-party supporters (pro-JLP voters). Another important finding was that there was no statistical difference between the SWB of those who 'usually' voted for the JLP and the PNP and this is similar for those who have voted for both political parties. However, pro-PNP voters are substantially more educated than pro-JLP voters with the exception of the professional class. A finding, which is keeping with the other studies, is that Jamaicans seem to be more pro-PNP than pro-JLP.

In summary, subjective psychosocial well-being of Jamaicans is determined by age of the individual, education, race and subjective social class and not by voting preference or sex of the individual. Furthermore, there is no difference between the subjective psychosocial well-being of pro-PNP or pro-JLP voters. In addition, there is limited number in literature detailing the subjective psychological well-being of voters with tendency to vote for one or the other of the Jamaican political party (i.e., People's National Party (pro-PNP) or the Jamaica Labour Party (pro-JLP). Therefore, the observations from this research can be used to guide future studies, thinking, and policy formulation for the betterment of the people of this or other nations.

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