

The failure of the animal protest in real data

The last Saturday, 10th of September, took place the **#MisiónAbolición** in the city of Madrid. Convened and coordinated by **PACMA**, the spanish capital was going to harbor which the animal political party announced like the “biggest protest against bullfights thas was going to transcend in history”.

According to their statements, Spain is a country that wants to forbid bull-fights and so they were going to prove that showing a huge protest, never seen it before, in which claims for the prohibition of bullfights.

The set up was spectacular. All the media has been informed, catchy word motto (**#MisiónAbolición**), direct marketing in the most busy and visited areas of Madrid announcing the protest, videos where you could see the testimonials of relevant and influential people who supported their cause, as well as their traditional excellent use of the social networks to get to know the protest.



How many people mass in the animal protest against bullfights?

The day has arrived! It was 5 pm of the 10th of September and #MisiónAbolición put together, counting the 1, 500 volunteers, just 4, 000 people according to official sources and from the animal protector political party.

If we are based on real data, what is the biggest animal protest against bullfights that took place (4, 000 assistants) is far away from the 40, 000 assistants who came to Valencia, the 15th of March of this year, claiming for the opposite thing.



4.000 assistants

Madrid 10 - 9 - 2016



40.000 assistants

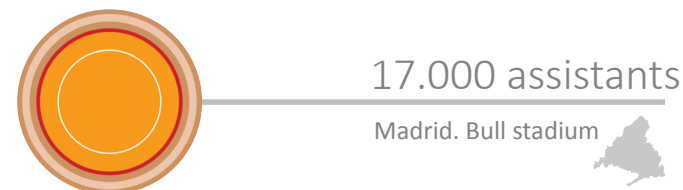
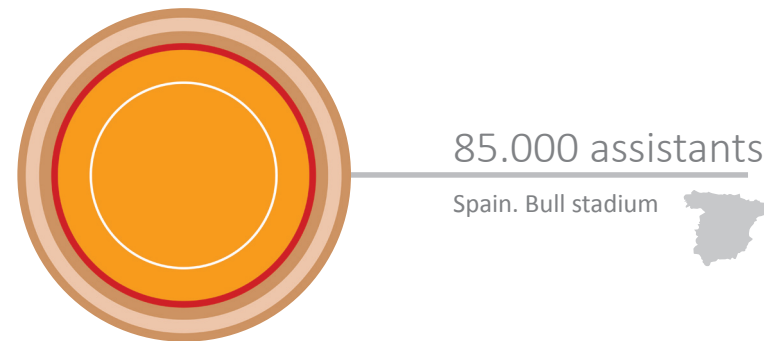
Valencia 15 - 3 - 2016



How many people who support bullfights were together that day?

If we assert that people who support bullfights manifest going to bull stadiums or going out to the street to see bullfights, in order to know whether the **PACMA** protest were a success or not, we would need to know how many bullfight events took place that day and count how many people had gone, comparing to the assistance to the animal protest that was claiming for the prohibition of bullfights.

- In Spain, just the 10th of September, over 85, 000 people attended to any kind of bull stadium.
- If we also count with Arlex and Dax (France) or Tovar (Venezuela), the amount rises over 107, 000 people in just 43 bull stadiums.
- Just in the Community of Madrid, eight small towns (with an average capacity of 3, 200 localities per bull stadium) had bullfight events, or which it is the same; 17, 000 people exercising their rights of freedom and liberty to attend to bullfights, while only 4, 000 people were protesting against us.
- One quick example, one small town like Colmenar del Arroyo that has a 1, 600 people population, had that day 1, 000 people attending to the bull stadium.
- The same thing happens in Santa María de la Alameda, where of the 1, 212 people who live there; 1, 000 of them were as well in its bull stadium.
- In addition, in Arles (France, 13, 000 localities), Ronda (Málaga, 6, 000 localities), Alcañiz (Teruel, 4, 396 localities) or Navaluenga (Ávila, 3, 000 localities) were totally busy and packed.
- Some others, like the bull stadiums in Valladolid (11, 000 localities) almost reached the sign “tickets sold out”.



And what about the bull events in the street?

If we assert, as we did in the last page, that going to any kind of bullfight event is showing our support pro bullfights, we also need to count with the bull events in the street (popular event celebrations typical from small towns all around Spain).

- Just in the community of Valencia and only the 10th of September 104, 500 bullfight fans attended to that popular event celebrations. In other words, the day of the protest against bullfights and claiming for the prohibition of bullfight events, 19 small Valencia towns performed some type of bull street events with an average of 5, 500 people attending per small town.
- In Andalucia there were 184, 000 viewers in 23 popular celebrations between encierros (traditional know better as bulls running in the street in order to make the bulls arrive to the bullring), exhibitions and toros de cuerda (popular event where people run away from a bull which is tied up with a rope in his horns) according to the FEETAP.
- Castilla y León celebrated that weekend 101 popular bull events between field encierros, urban and mixed ones, capeas (popular events where everybody is able to exercise with small bulls in order to learn, practice and have some fun), sueltas de cajón (another popular event where they let a bull get out from a container and everybody just try to run away from him), contests and concurso de recortes (a contest where several teams just try to make nice and beautiful turns, jumps and pirouettes passing really close to the bull horns. At the end one of that teams will be the winner one).
- In addition, we need to add the 45 popular bull events of Navarra, the 17 of La Rioja, the 16 of Cataluña, the 2 of Murcia, the other 2 of Euskadi, among others.

And now well, if we focus in the Community of Madrid, while the bullfight against protest was taking place, almost 55, 000 people were attending to various popular bull events.

Of that 55, 000 localities such Pozuelo, Parla, Hoyo de Manzanares, Móstoles, Meco, Colmenar de Oreja and Navacarnero far exceeded the figure that Pacma collected downtown.





What about if we focus on the bullfight-against protests in the bullrings or bull stadiums?

It is very common to see in the media how people protest facing a bullring while bullfight fans are attending to a bullfight. Nevertheless, how could we see that figures in a objective way?

As we have been saying during this article, attending to a bullfight event with your ticket means to pro support bullfights, we should have to compare the protest event day with the people who are that day inside of a bullfight.

One of many examples could be the case of Pamplona, where a hundred of people were protesting against the art of bullfight. On the other hand, 19,720 bullfight fans attending each night to fill up the bull stadium (considering we haven't count with the thousands of people who take part during the Feria del Toro/Carnival of the Bull).

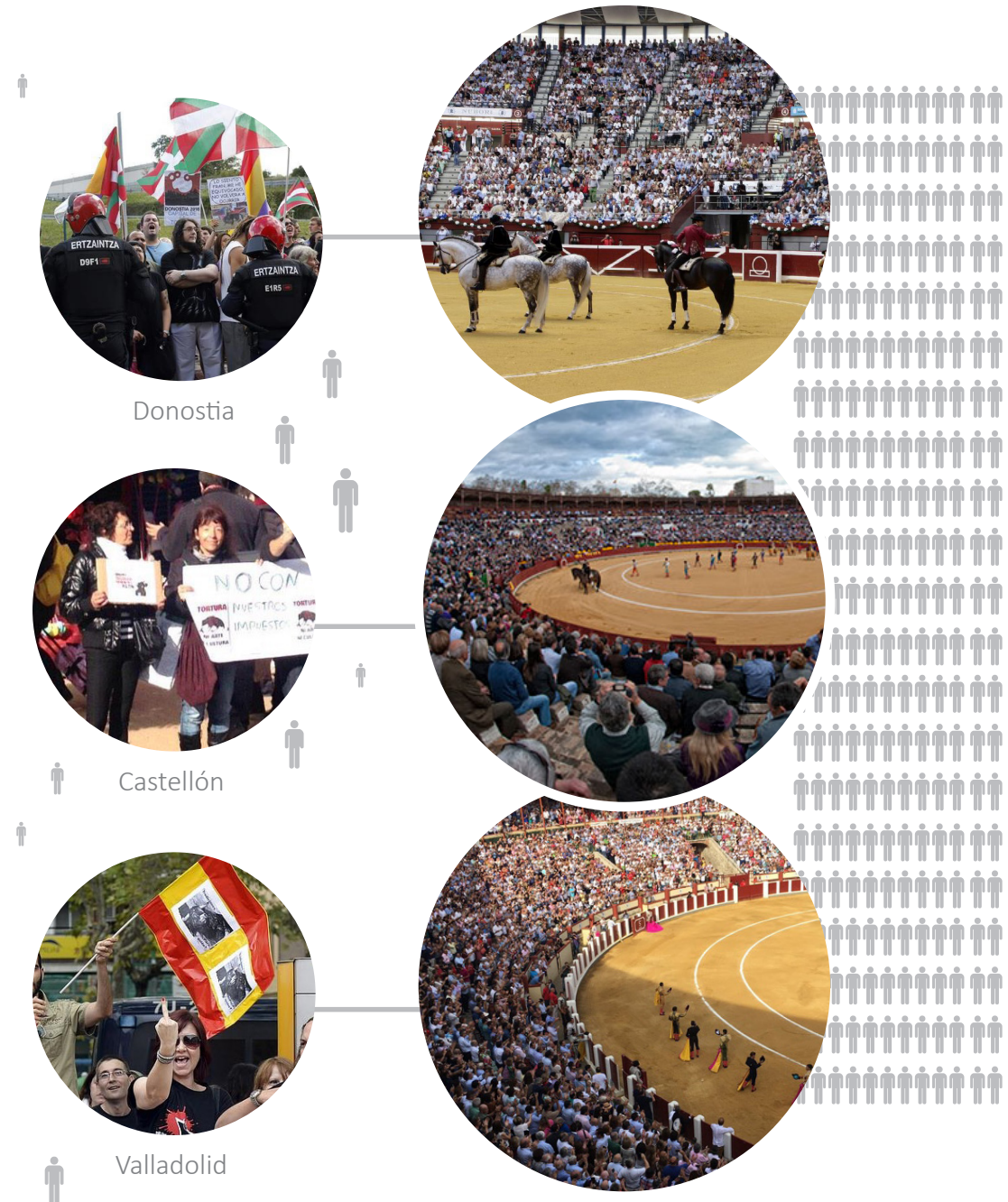


 Pamplona 19.720 assistants 

This same year, the Valladolid bull stadium, where they fit 12, 000 people, more than 11, 000 people have attended to a bullfight for five evenings. The 4th of September, because of all the media impact that the tribute bullfight dedicated to Victor Barrio (last bullfighter who passed away in Spain) was going to generate, just 40 people showed up to protest against bullfights.

Donostia had also sold out all its tickets for its festival. In other words, every night that there was a bullfight 11, 000 people had attended to the bull stadium. Meanwhile, in the neighboring of the stadium about just a hundred people were claiming for the prohibition of bullfights (the night that most people against bullfights got together).

In some others bullrings, in which the festivals and celebrations have less media, people against bullfights also get together. For example this is the case of Castellón, while there were only four people against bullfights, there were 13, 000 people inside the bull stadium.



Some protest march pro support bullfighting and bullfight popular events

The bullfight sector has almost no tradition of arranging protests pro supporting freedom and liberty. Only in the recent times, when the harassment from all of that bullfight-against people had been increased, bullfight sector needed to react.

The protest claiming for support of bullfights the 15th of March was considered the first big protest of the bullfight sector, where 40,000 people have attended to.

The day after the protest organized by PACMA that got together 4,000 people, there almost were the same amount of people protesting for the support pro bullfighting in Fuenlabrada.

While PACMA was getting together, by using all its media technology and techniques, just 4,000 people in what it was considered the biggest ever against-bullfight protest, a really modest and inconspicuous local meeting in Fuenlabrada, organized by the peñas taurinas (bullfighting clubs), was congregating almost the same number of people.

The media impact of one and the other was, however, really different. The PACMA's protest found out a huge echo in some media.

This different impact in the media was specially outrageous and exaggerated in the case of the protest pro supporting hunting, fishing and rural environment, which it also defended bullfighting.

This protest, which took place the 5th of June of 2016, could congregate in the city of Madrid almost 100,000 people, being its media impact almost insignificant.

It could be said that this protest suffered from a informative boycott.



Madrid

Protest pro supporting hunting, fishing and rural environment



PACMA Madrid
Against-bullfight protest



"Fuenlabrada es
taurina"

What other data could help us to clear up the succed or not of the “huge historical protest from the animal protector political party against bullfighting, PACMA”?

Like *#MisiónAbolición*, the most people’s concentration claiming for the end of bullfights, that took place in Madrid again, let’s also compare their data with the bullfight festival of Madrid: San Isidro!

This prohibition of bullfighting meeting got together 4, 000 people. Madrid had thirty-one nights of bullfights in its bull stadium, La Monumental de Las Ventas (where 23, 798 people fit) with an 86.7% of average of attendance. That is to say, over 620, 000 sold tickets!

