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**ON THE METHODS OF ANALYSIS OF SPEECH VARIATION APPLIED IN  
BULGARIAN SOCIOLINGUISTICS AND ON THE NECESSITY OF COMBINING  
THE QUANTITATIVE AND QUALITATIVE APPROACHES OF ASSESSMENT  
IN ITS RESEARCH**

The paper presents the author's view on the necessity of combining the quantitative and qualitative research approaches to the stratification and situational variation. This combined approach best depicts the objective and subjective aspects of the variation as well as its determining factors. In order to justify this position, the second part of the paper focuses on the quantitative (statistical) methods applied in Bulgarian sociolinguistic analyses, by commenting the results and conclusions of the authors. The third part summarizes the findings of some of the quantitative approaches, most of which are on the topic of linguistic attitudes of the variation. The last part motivates the need for both quantitative and qualitative approaches to variation, by presenting the results of one statistical method that allows for such a combination of approaches.