This paper seeks to shed new light on the factors influencing noun and pronoun subject expression in Spanish. Despite the wealth of research on this topic over the past 50 years, it is still impossible to account for all the expressed subjects speakers produce. To remedy this shortcoming, I propose to combine the benefits of two methodologies applied to this problem in the past. From variationism I adopt a quantitative methodology which allows for analysis of approximately 600 noun and 800 pronoun subjects in a sample of over 5000 verbs produced by eleven natives of Puente Genil. From pragmatics, I incorporate the pragmatic functions of these expressed subjects into the quantitative analysis. Specifically, I determine the functions of each expressed subject in the sample, whether this function is to specify person in order to aid in entity tracking or whether it is to add emphasis by inviting an implicature. When expressed subjects provide additional information they invite hearers to focus on one of three areas: the content of the message (the propositional or ideational function), the structure of the text (the textual function), or on the attitude of the speaker toward the text (the expressive or interpersonal function). By considering these pragmatic functions along with the tracking functions of expressed subjects, we can account for almost all of their occurrences in the sample and thereby arrive at a better understanding of the complex interplay of factors influencing speakers’ expression of variable subjects.