

Initial post, Android vs iOS:

Hey everyone,

I prefer Android for my personal device primarily because of the use of widgets. When it comes to creating apps however, I slightly prefer to develop for iOS in most cases. Both platforms are great and each has their advantages. I am simply more comfortable with Objective-C and the iOS SDK. Other reasons I would prefer developing for iOS are as follows:

I will be using my home market of the Denver Metro Area for any statistics that are market specific.

Developer Positions & Salaries

Available positions and salaries can be dependent on market. Average salary is slightly higher for mid-level iOS developers at \$97,000 vs. \$96,000 in my home market according to indeed.com. The salaries are still very close for Senior Developers in this area, but Android is higher (\$104,000 vs. \$103,000). Margins were similar in most other markets, too.

Job Opportunity

I found ample job opportunities for both Android and iOS developers in most markets I searched for during the Job Market assignment. Although the margins were small between the 2 platforms, I did find that most markets also favored iOS. Using the Denver Metro Area and the website dice.com, searching “mobile developer” returns over 500 results.

Freelance ROI

The amount of variables involved in freelance income is rather astounding so I will simplify things as much as I can. It is true that Android has a higher market share than iOS, however iOS users are more likely to pay for applications. Applications for iOS consistently make more money than Android because of this. According to Anusha Sethuraman of NewRelic.com, Apple users spent \$10 billion dollars in 2013. The article didn't state Androids sales, however it listed the split as 65% Apple, 35% Android. iOS apps also generate more income for their developers. The same article on NewRelic goes on to say the average income per app generated from the App Store is \$500-1000 per month, but only \$100-200 from the Play Store. Of course earning income as an independent or freelance developer is much more complicated as the factors are pretty much endless, but Apple seems to have a very big advantage here.

Trends and Growth Potential

The mobile application market in general is very large and continues to grow rapidly. Application usage grew 76% for 2104, as reported by Sarah Perez of TechCrunch.com. “App usage” is defined by Flurry Analytics as a user opening an application and engaging with it. Simon Khalaf of Flurry lists Lifestyle and Shopping Applications as having the largest usage growth in 2014 at 174%. Utilities and

Productivity apps are second with 121%. Both stores continue to grow year after year and that means the demand for mobile applications will also grow accordingly.

Thanks for reading and have a nice day,
Eli

References:

Developer Positions & Salaries –

<http://www.indeed.com/salary?q1=Android+Developer&l1=Denver,+CO&q2=iOS+Developer&l2=Denver,+CO&q3=Senior+Android+Developer&l3=Denver,+CO&q4=Senior+iOS+Developer&l4=Denver,+CO>

Job Opportunity Search – <https://www.dice.com/jobs/q-Mobile+Developer-l-Denver,+CO-radius-20-jobs.html>

Khalaf, S. (2015). *Shopping, Productivity and Messaging Give Mobile Another Stunning Growth Year*. Retrieved from <http://www.flurry.com/blog/flurry-insights/shopping-productivity-and-messaging-give-mobile-another-stunning-growth-year-.VMrz8MZJ2SU>

Perez, S. (2015). *App Usage Grew 76% In 2014, With Shopping Apps Leading The Way*. Retrieved from <http://techcrunch.com/2015/01/06/app-usage-grew-76-in-2014-with-shopping-apps-leading-the-way/>

Sethuraman, A. (2014). *The App Economy in 2014: Where's the Money?* Retrieved from <http://blog.newrelic.com/2014/02/18/app-economy-2014-wheres-money/>

Replies:

Response to Kevin OToole, posted 2-1-15 at 8:05pm local

Hey Kevin,

There is a lot of good data that came from your research. I did find some different results however. The first is average salary for iOS Developers. GlassDoor.com lists the national average as \$86,241 for iOS and \$87,742 for Android. On Indeed.com, the national average is listed as \$101,000 and \$100,000 for iOS and Android respectively. One thing that is lacking from both of these listing though is whether it is the Mean or Median average, so that could account for the differences.

I found similar results for searches as you did. Almost all locations I search were fairly even between iOS and Android positions. If any of them leaned either way, it was to iOS and only slightly.

Thank you for sharing howmuchtomakeanapp.com and sfcd.com. They are both very good tools to get a very basic baseline for how much an application will cost. You are very right that no two apps will be the same though so the results from these sites should only be used as starting points.

I was quite surprised to learn that Europe has more developers than The States. China isn't very surprising though considering the extreme population there. The problem was I was thinking USA had a higher population, but they actually have more than double us. I was even more surprised India wasn't in the top three for most developers, as their population is pretty close to Chinas. It is some interesting stuff.

I agree with your stance over all. Both platforms are very close when everything is said and done and I would definitely consider a career in either, but I slightly prefer programming for iOS.

Thanks for reading and have a nice day,
Eli

References:

Glassdoor.com Android – http://www.glassdoor.com/Salaries/android-developer-salary-SRCH_K00,17.htm

Glassdoor.com iOS – http://www.glassdoor.com/Salaries/ios-developer-salary-SRCH_K00,13.htm

Indeed.com iOS and Android – <http://www.indeed.com/salary?q1=Ios+Developer&l1=&q2=android+Developer&l2=>

Reply 2 to Matthew Lewis, posted 2-1-15 at 8:45pm local

Hey Matthew,

I had a similar experience when I got my iPad from Full Sail. I also prefer Android for my personal device but am quite happy with iOS as well. I do prefer to program for iOS though, but the margin between the two platforms is pretty small.

I found similar results as you in that higher-level Android Developers earn more than their iOS counterpart, which I found interesting. I found mid-level was the pretty close too. According to indeed.com iOS was slightly hirer, but only by \$1,000 per year. Glassdoor.com had them switched, with Android barely in the lead.

The data you found for Android and iOS growth is rather intriguing. I didn't even know stackoverflow.com had a career section, but wasn't surprised to learn Java

(not Android) was significantly higher than pretty much everything else. Java has been going strong for a long time and its different versions are very popular for desktop and embedded programming. I had similar trouble when doing our job searches. Pretty much all of the locations I used had an even number of positions for either platform.

I also found that experience was by far the biggest factor for how much freelancers could charge. I didn't see anything even close to \$150,000 but I agree that a freelancer probably wouldn't do a project that large. It definitely gets complicated when trying to analyze income for an independent application. There are just so many variables that come into play. One thing I did find interesting though is Android is by far the most popular in developing countries that don't have money to spend on apps, bringing the overall average down. This was according to Brad Reed of BGR.com. I honestly don't think it will be long before the two platforms are more even in that respect.

Both Android and iOS will always have their benefits, and there is plenty of room for both. Android has the lower end locked down and iOS stays a bit on the higher end. I am a big fan of wearables though, and right now I think Android is winning that war with Wear. Manufacturers seem to agree too as it seems they are focusing on Android (even those that don't use Wear) much more than Apple. I'm very excited to see where wearable technology heads in the future.

At the end of the day you have very valid points and your research is nice and thorough. I do still prefer coding for iOS personally, but Android is great too. Both markets are very promising and I'd be happy to do either.

Thanks for reading and have a great day,
Eli

References:

Glassdoor.com Android – http://www.glassdoor.com/Salaries/android-developer-salary-SRCH_K00,17.htm

Glassdoor.com iOS – http://www.glassdoor.com/Salaries/ios-developer-salary-SRCH_K00,13.htm

Indeed.com iOS and Android – <http://www.indeed.com/salary?q1=iOS+Developer&l1=&q2=android+Developer&l2=>

Reed, B. (2014). *The one thing about iOS that Android might never be able to top*. Retrieved from <http://bgr.com/2014/06/26/ios-vs-android-developer-revenue/>