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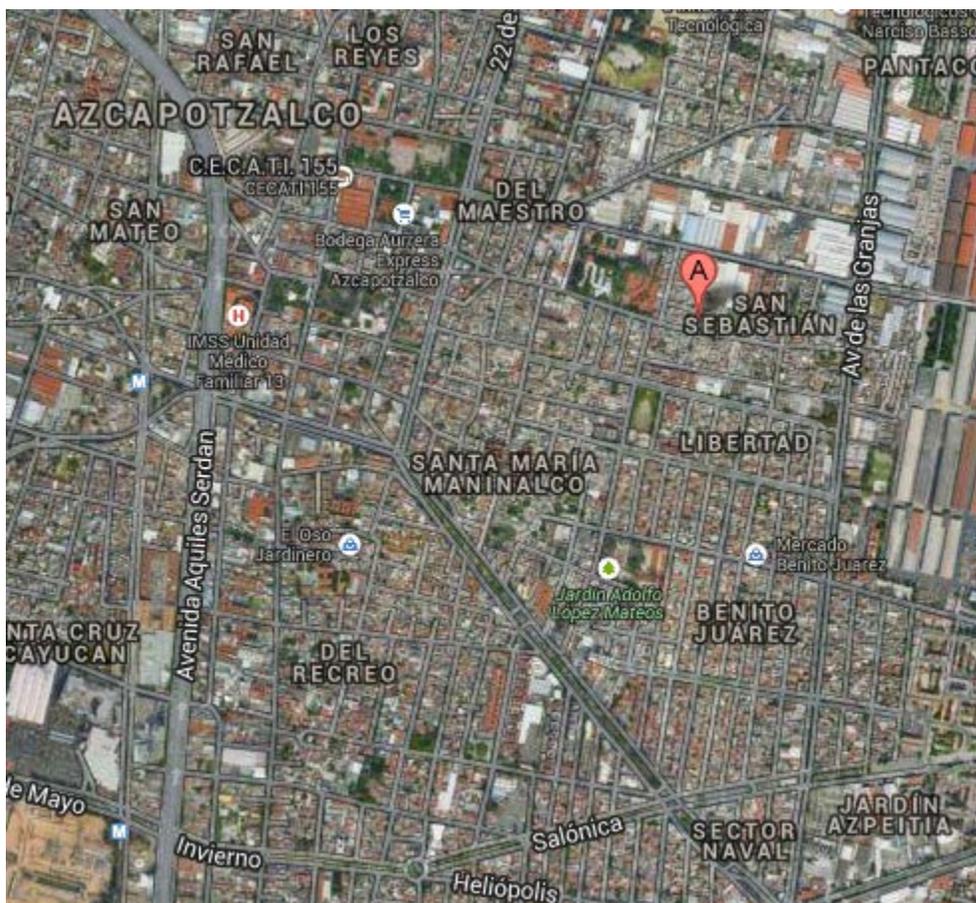
## Mexican Colonia-Level Latitude and Longitude

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### Introduction:

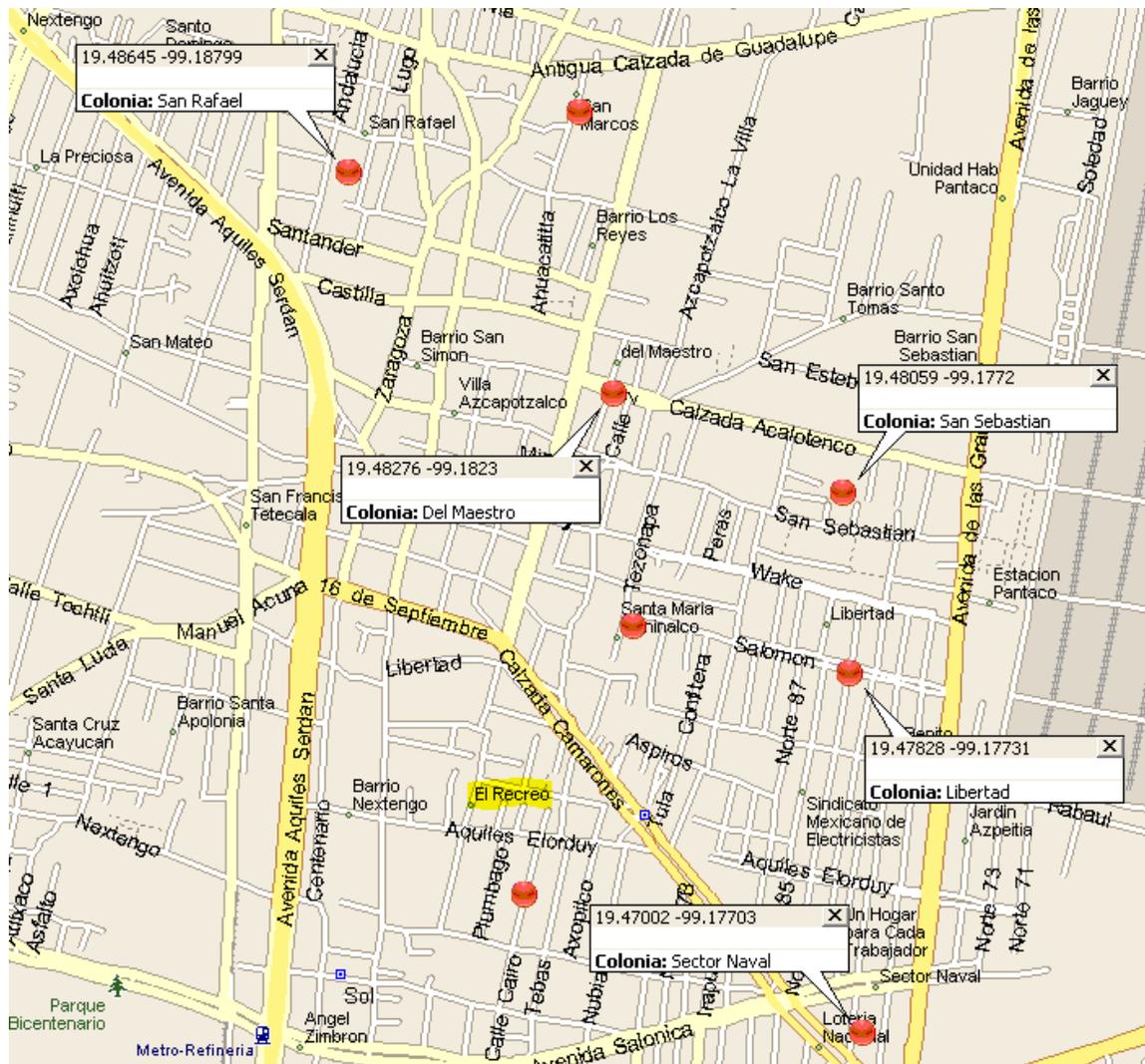
For many years, getting good Mexican Postal Code latitude and longitude points was our most difficult task. The raw data that we needed to make a determination of the correct location wasn't available. For instance, even today, if you go to the Mexican Post Office's site, you can't put in an address and find out the postal code. They probably don't have an address to postal-code database.

Over the decades, we tried multiple map / data sources to try to get good lat/long info, but they were at the city level and the Mexican Postal Codes are assigned to a colonia (neighborhood). Here is a map showing some of the colonias in Mexico City:



Mexico City is also grouped into 16 municipalities (note 'Azcapotzalco' above is a municipality).

Recently, we've been able to get some *significantly* better data which is mapped to the colonia level. Here's some of our coordinates overlaid on a map of the same area:



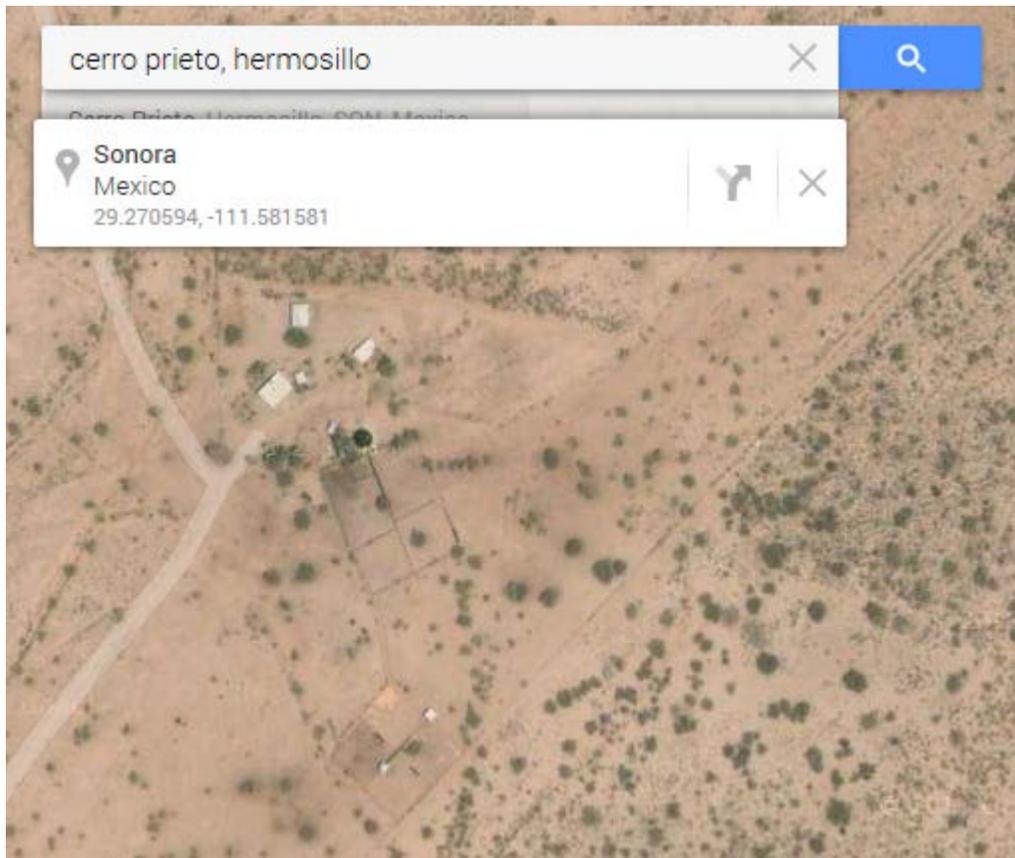
These can now be far more precise (some are just a few hundred yards from each other).

Another continual challenge for us is that there appears to be no standard naming conventions in the Mexican data. Note above the place called 'El Recreo' highlighted in yellow. The post office data shows it as 'Del Recreo'.

Another instance is there are many ways to spell / abbreviate 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, etc. and they often change the names of the same place. An example would be 'Cinco de Mayo' (May 5<sup>th</sup>) which is an important date in their history and is often the name of a location. It's sometimes '5 de Mayo', 'Quince de Mayo', etc. The first of May is sometimes 'Primero de Mayo', '1ro de Mayo', '1 de Mayo' or '1º de Mayo'. Matching up these names has been a great challenge for us.

Another very great challenge for us is that a lot of the names that the Mexican postal authority uses are for 'neighborhoods' (such as ranches, pueblos, etc.) and not cities or towns. Some of these places don't show on *any* map. Google seems to have the best Mexican Maps that we've seen. Here's an example of one place that we were able to find, even though the Google location was probably about 100 miles from the correct location:

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As you can see, this is rural! It's surrounded by hundreds of square miles of desert. Some places we may never find, but this example shows you, if nothing else, that we are really trying hard to get this data as accurate as possible.

We've been improving the Mexican data *since the 1990's* and will continue to improve this product. If you don't have a current version, you should get it. The Mexican Post office is constantly adding new colonia names to the postal codes. As of this writing, there are about 145,000 records. Not very long ago, there were only about 60,000 records.

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