**Define It**
Rural means having characteristics typical of locations far away from cities or large towns.

**Digging Deeper:**
There are some common characteristics of rural areas; the main type of economic activity is often agriculture. People usually live in small communities such as villages, these areas are more remote with fewer services and less infrastructure. In Low Income Countries it is common that people migrate from rural to urban areas.

**Deconstruct It**
From the Latin *rūrālis* (rural), from *rūs*, meaning countryside.

**Link It**
Countryside, agriculture, farming, remote, villages.

**Use It**
Rural areas tend to absorb excess water during storms, preventing widespread flooding in rural zones.