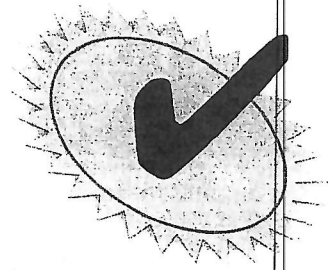# Checkpoint 5.1

1. List some of the characteristics of a target market.
2. A business will identify a market segment. What does this mean?
3. Explain why population density is important in market segmentation.
4. Name three geographic segmentation variables.
5. Name three psychographic segmentation variables.

Build Your Vocabulary

As you progress through this text, develop a personal glossary of entrepreneurship terms and add it to your portfolio. This will help you build your vocabulary and prepare you for a career as an entrepreneur. Write a definition for each of the following terms, and add it to your personal entrepreneurship glossary.

business to consumer (B2C)
business to business (B2B)
target market
market segmentation
market segment
mass market
geographic segmentation
demographics
demographic segmentation
census
psychographic segmentation
behavioral segmentation
usage rate
buying status
customer profile