“Colorism” is a phenomenon in which people receive varying social treatment based on skin tone or color. In fact, when 312 cultures across the globe were surveyed, at least 51 treated skin shade as a salient dimension of beauty standards. Moreover, in all but four of these 51 cases, lighter skin was preferred over darker (AAPF 2009). Predictably, in the eyes of many African Americans, to have fair skin is to have more beauty. In America a woman’s perceived beauty is a prized commodity, as women are constantly objectified, judged, ranked, and chosen based on their physical appearance. In African American society, do women with lighter skin have a greater likelihood to reap the social benefits of being more “beautiful”? More specifically, are light-skinned black women more likely to be chosen by black men as potential marriage partners? How does skin tone correlate with the type of man a black woman eventually marries, if she marries at all? Due to colorism in America, light-skinned black women are perceived as more beautiful, and are therefore more likely to obtain the socioeconomic benefits of marriage.