A nationwide survey gauging support for 30x30 conducted by ALG Research in January 2021 found:
  - Four out of five voters favor 30x30 because they understand it will improve our economy and our health.
  - By a ratio of more than 2-to-1, voters think this would be good for the economy.

Public opinion research conducted by Hart Research Associates and commissioned by the Center for American Progress found that 86 percent of voters in the United States—including strong bipartisan majorities—support setting a national 30x30 goal. 54 percent strongly support a national 30x30 goal.
  - Similarly, nearly three-quarters of voters think protecting 30% of American lands and waters by 2030 is an achievable goal. 67 percent of voters think we could, over time, achieve protections for at least 50% of all lands and ocean.

The 2021 Conservation in the West annual poll found that 77 percent of voters in eight Western states—Arizona, Colorado, Idaho, Montana, New Mexico, Nevada, Utah, and Wyoming—support a national 30x30 goal. 82 percent of Native American voters, 83 percent of Latino voters, and 90 percent of African American voters in these states support protecting 30% of our lands and ocean by 2030.

Public opinion research from Packard and Kantor found that 95 percent of people in the United States support establishing marine protected areas.