July 24, 2013 10:10 AM

CBS News poll finds more Americans than ever want Obamacare repealed

By Amanda Cochran

(CBS News) A new CBS News poll finds more Americans than ever want the Affordable Care Act repealed.

According to the poll, 36 percent of Americans want Congress to expand or keep the health care law while 39 percent want Congress to repeal it - the highest percentage seen in CBS News polls. The poll also found a majority of Americans - 54 percent - disapprove of the health care law, 36 percent of Americans approve of it and 10 percent said they don't know about it.

The health care law is a chronic issue for the White House, CBS News political director John Dickerson said on "CBS This Morning." "There's an operational part to this, which is that the White House has got to get people to sign up for these health exchanges, particularly younger, healthier Americans, and so they are tactically running a campaign much like the presidential campaign, reaching out, using the techniques of that campaign to get younger people to sign up for these health exchanges."

Special Section: Health Care in America

The poll also found just 13 percent of Americans say the health care law will personally "help me" while 38 percent said they believe the law will personally "hurt me."

Dickerson said, "The feeling, basically, is, again, speeches are not going to change public opinion; this has got to start taking hold. People will start signing up and, the White House hopes, good things will start to happen once it kicks in, and that might turn around public opinion, but that's a ways away."

Open enrollment in the Health Insurance Marketplace begins Oct. 1.

Obama hits the road to lay out his economic vision

In addition to the health care law, Dickerson discussed public perception of the economy and Obama's campaign-style tour in which he'll push his economic policies. Watch analysis on all that in the video above.

© 2013 CBS Interactive Inc. All Rights Reserved.

1 of 1 7/24/2013 7:35 PM