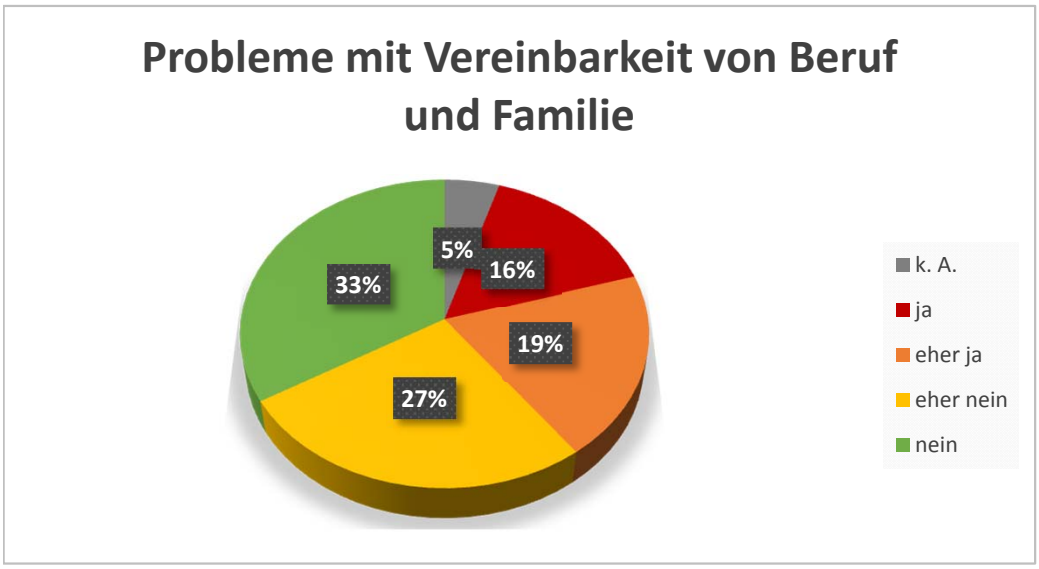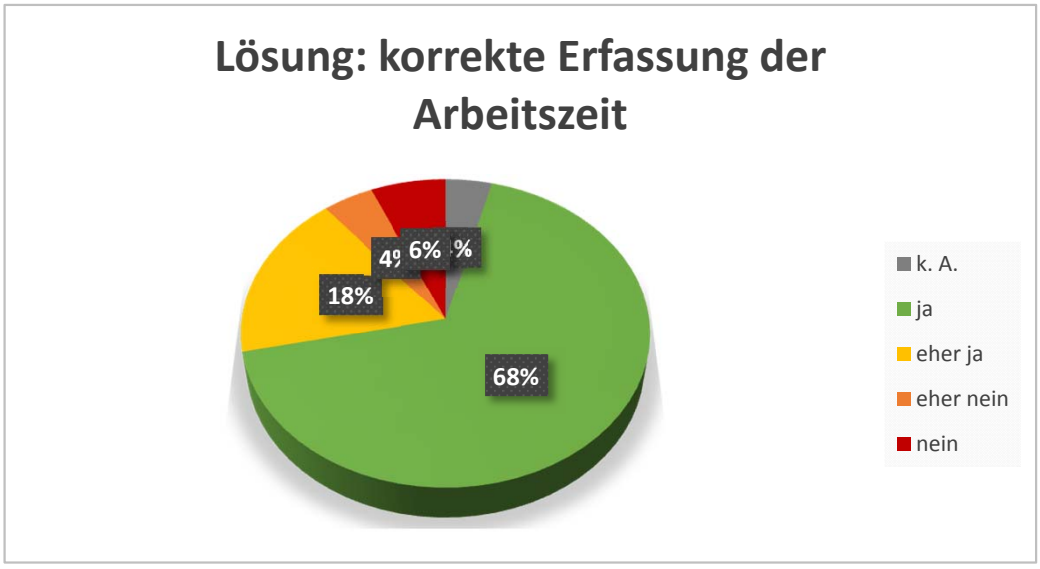Mitgliederumfrage