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**NATIONAL RESEARCH CORPORATION DECLARES  
QUARTERLY DIVIDEND**

LINCOLN, Nebraska (November 25, 2019) — National Research Corporation (NASDAQ:NRC) today announced that its Board of Directors has declared a quarterly cash dividend of \$0.21 (twenty-one cents) per share payable Wednesday, January 15, 2020, to shareholders of record as of the close of business on Tuesday, December 31, 2019.

*For more than 38 years, National Research Corporation has been a leading provider of analytics and insights that facilitate measurement and improvement of the patient and employee experience while also increasing patient engagement and customer loyalty for healthcare providers, payers and other healthcare organizations in the United States and Canada. The Company's solutions enable its clients to understand the voice of the customer with greater clarity, immediacy and depth.*

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