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Press Release: MASTIO publishes the 21st Edition U.S. LTL Carrier Customer Value & Loyalty Report.

MASTIO recently published its 2025 21st Edition of the industry-wide U.S. LTL Carrier Customer Value & Loyalty Report and is pleased to present its findings. The study was released to subscribers in early October.

The 2025 study findings are based on interviews with 1,630 customers, providing approximately 5,100 total observations. 147 LTL freight carriers were rated, of which 24 had enough ratings to be included in this 2025 report. The electronic edition allows the inclusion of all rated companies for additional analysis. The 2025 study also includes approximately 5,000 qualitative responses to three (3) open-ended questions. The data was collected through telephone interviews with key decision-makers beginning in late June and ending in late September 2025.

The study provides a comprehensive analysis of the key factors influencing shippers' carrier selection, offering critical insights to help carriers sharpen their competitive edge. It addresses essential questions such as:

- 1. What truly drives customer choice?**
Identify the most influential factors shaping carrier selection and understand how they impact customer loyalty and perceptions of overall value.
- 2. How do customers define your value?**
Gain an objective view of how shippers evaluate the value of your products and services compared to key competitors.
- 3. Where do you stand in the market?**
See clearly how your organization ranks competitively within the broader LTL landscape.
- 4. Which carriers are winning—or losing—customers?**
Discover which competitors are most at risk of customer loss and which carriers demonstrate the strongest ability to attract and retain business.
- 5. What improvements will move the needle?**
Pinpoint the targeted actions and investments that will most effectively strengthen your ability to win and secure more freight.
- 6. How should your marketing and sales story evolve?**
Determine which elements of your messaging best resonate with customers—and where refinement is needed to differentiate and grow market share.

This study serves as a trusted guide, equipping you with impartial insights to refine strategy, strengthen your competitive position, and deepen lasting customer relationships.

LTL Study 21st Edition – 2025

OVERALL

Overall Weighted Quality Score Rank*	Carrier
1	Daylight Transport
2	Averitt Express
3	Old Dominion
4	Peninsula
5	Southeastern Freight Lines
6	Dayton Freight Lines
7	Pitt Ohio
8	A. Duie Pyle
9	Diamond Line
10	Ward Trucking
11	Estes
12	Oak Harbor Freightlines
13	R&L Carriers
14	XPO
15	ABF
16	North Park Transportation
17	Saia
18	AAA Cooper
19	Roadrunner
20	FedEx Freight
21	TForce Freight
22	CrossCountry Freight Solutions
23	Central Transport
24	Dohrn

*MASTIO quality awards are determined by the companies with the highest overall Customer Value Weighted Performance (Benefit) Score that have also met a minimum of 30 ratings.

Mastio Quality Award

LTL Study 21st Edition – 2025

Overall

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Overall	Daylight Transport	<p style="text-align: center;"> A. Duie Pyle Averitt Express Daylight Transport Dayton Freight Lines Diamond Line Estes Oak Harbor Freightlines Old Dominion Peninsula Pitt Ohio R&L Carriers Southeastern Freight Lines Ward Trucking </p>

Source: MASTIO LTL Study 21st Edition – 2025 (Overall)

LTL Study 21st Edition – 2025 National Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Old Dominion
2	Estes
3	R&L Carriers
4	XPO
5	ABF
6	Saia
7	FedEx Freight
8	TForce Freight

Mastio Quality Award LTL Study 21st Edition – 2025 National Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
National Carriers	Old Dominion	Estes Old Dominion R&L Carriers

Source: MASTIO LTL Study 21st Edition – 2025 (National Carriers)

LTL Study 21st Edition – 2025 Inter-Regional Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Daylight Transport
2	Averitt Express
3	Roadrunner
4	Central Transport

Mastio Quality Award LTL Study 21st Edition – 2025 Inter-Regional Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Inter-Regional Carriers	Daylight Transport	Averitt Express Daylight Transport

Source: MASTIO LTL Study 21st Edition – 2025

LTL Study 21st Edition – 2025 Northeast/Mid-Atlantic Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Pitt Ohio
2	A. Duie Pyle
3	Ward Trucking

Mastio Quality Award LTL Study 21st Edition – 2025 Northeast/Mid-Atlantic Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Northeast/ Mid-Atlantic Carriers	Pitt Ohio	A. Duie Pyle Pitt Ohio

Source: MASTIO LTL Study 21st Edition – 2025

LTL Study 21st Edition – 2025 Great Lakes/Midwest Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Dayton Freight Lines
2	Dohrn

Mastio Quality Award LTL Study 21st Edition – 2025 Great Lakes/Midwest Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Great Lakes/ Midwest Carriers	Dayton Freight Lines	Dayton Freight Lines

Source: MASTIO LTL Study 21st Edition – 2025

LTL Study 21st Edition – 2025 Southern Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Southeastern Freight Lines
2	AAA Cooper

Mastio Quality Award LTL Study 21st Edition – 2025 Southern Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Southern Carriers	Southeastern Freight Lines	Southeastern Freight Lines

Source: MASTIO LTL Study 21st Edition – 2025

LTL Study 21st Edition – 2025 Western Carriers

Overall Weighted Quality Score Rank*	Carrier
1	Peninsula
2	Diamond Line
3	Oak Harbor Freightlines
4	North Park Transportation
5	CrossCountry Freight Solutions

Mastio Quality Award LTL Study 21st Edition – 2025 Western Carriers

Category	Overall Winner / Highest Score	Companies Who Exceed the Industry Benchmark
Western Carriers	Peninsula	Diamond Line Oak Harbor Freightlines Peninsula

Source: MASTIO LTL Study 21st Edition – 2025

Mastio brings more than 35 years of proven expertise in delivering actionable insights and unbiased data. With over 1,000 successfully executed projects and a client base of more than 350 organizations, Mastio has established itself as a trusted partner across diverse, commodity-focused industries. These span energy, utilities, transportation, logistics, plastics, chemicals, manufacturing, and professional services. Among its valued relationships, Mastio collaborates with numerous Fortune 100 and Fortune 500 enterprises, reinforcing its reputation for driving growth and competitive advantage at the highest levels.

Our core competency lies in guiding clients to reevaluate established paradigms, mitigate internal biases, methodically gather and scrutinize data, and convert market research into actionable strategies that yield superior business outcomes.

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