I am a frequent traveler and am very strongly opposed to the use of cell phones during flights. Time in air is a rare chance to get work done without the normal distractions and annoyance of the day. If cell phone conversations are permitted, that would not only disrupt people who are trying to be productive during the flight, but also people who are simply trying to get some rest. We have all seen how inconsiderate most cell phone users are. We have seen in resturants, on the street, while driving and basically everywhere else, people being loud and disruptive during their conversations. In a confined space like an aircraft, there is simply no way to escape this annoyance. If cell phone use is permitted on some airlines, I personally would go out of my way to use a different carrier that is willing to provide its customers with some much needed peace and quiet.