

Table 1: Demographics of focus group participants (total 44).

Gender	
Female	31 (70%)
Male	13 (30%)
Ethnicity	
NZ European	14 (32%)
Māori	10 (23%)
Pacific peoples	6 (14%)
Asian	4 (9%)
Affiliation	
Public	23 (52%)
Health professional	9 (20%)
Patient	7 (16%)
Healthcare student	5 (11%)
Age Group	
18–29	11 (25%)
30–64	28 (64%)
65+	5 (11%)

Figure 1: Key themes and sub-themes emerging from the focus groups. Major themes/focus areas of questioning are highlighted in red. The yellow sub-theme refers to the facilitators of eye donation suggested by participants. The blue sub-theme relates to reasons why New Zealand has low eye donation rates and potential solutions. The pink sub-theme relates to the participants' awareness of various aspects of eye donation. The green sub-theme relates to eye donation intentions.

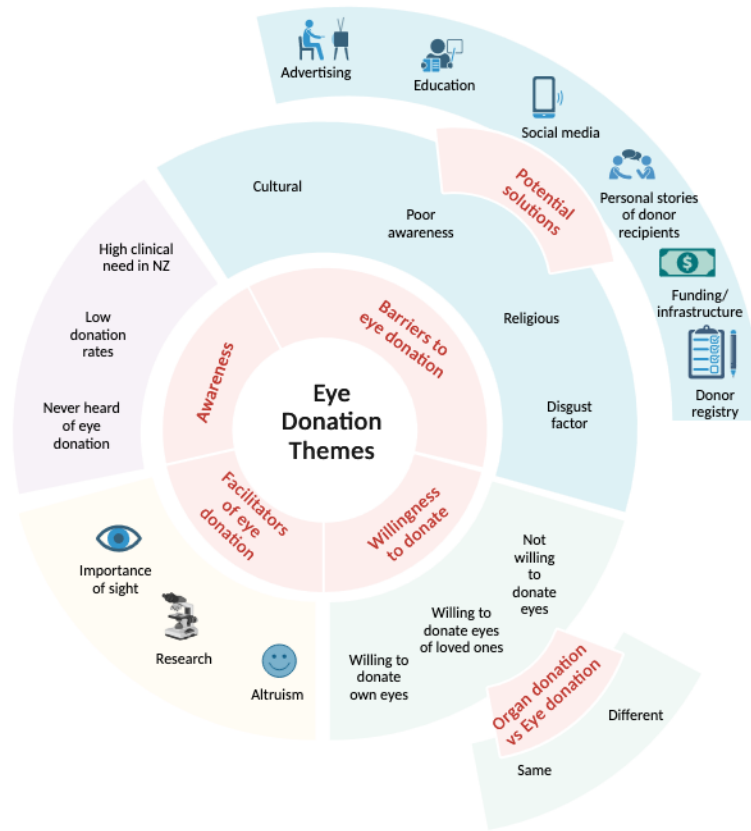


Figure 2: Māori and Pacific cultural themes and their respective sub-theme connections visualised.

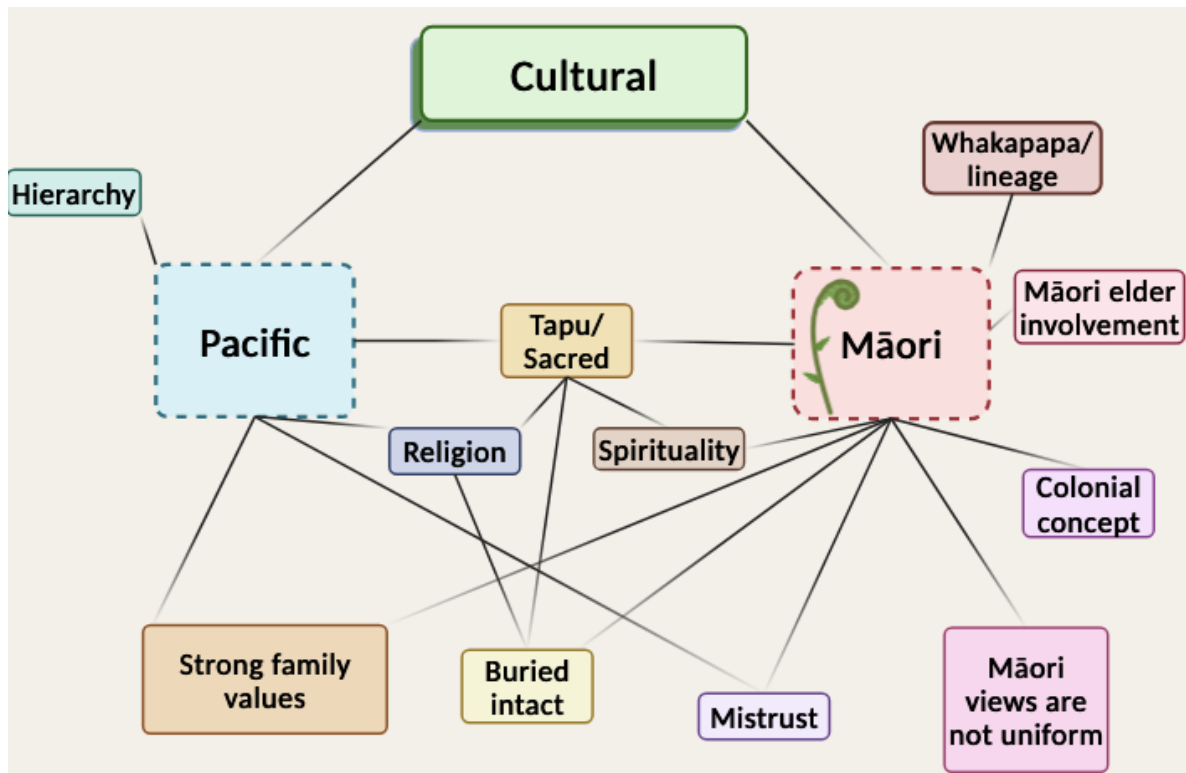


Figure 3: Word frequency associated with discussion around the uncomfortable qualities associated with eyes.

