SEC Form 4	
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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

OMB APPRC	VAL								
OMB Number:	3235-0287								
Estimated average burden									
hours per response:	0.5								

					()										
1. Name and Address of Reporting Person*				2. Issuer Name and Ticker or Trading Symbol PRINCIPAL FINANCIAL GROUP INC							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
JOINSON CHARLES 5						<u>n (or</u>			X	Director	10% C	Owner			
,	/ : .>			PFG]							Officer (give title below)	Other below	(specify		
(Last) 711 HIGH STRE	(First) EET	(Middle)		3. Date of Earliest Transaction (Month/Day/Year) 08/24/2005							Delow)	Delow			
(Street)					nendment, Date of (Original	Filed	(Month/Day/Ye	6. Indiv Line)	6. Individual or Joint/Group Filing (Check Applicable Line)					
DES MOINES	IA	50392								X	Form filed by On	e Reporting Pers	on		
(City)	(State)	(Zip)									Form filed by Mo Person	re than One Rep	orting		
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned															
Date			2. Transact Date (Month/Day		2A. Deemed Execution Date, if any (Month/Day/Year)	tition Date, h/Day/Year) H/Day/Year)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)				

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Code v

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		of Expiration		Expiration Da	xpiration Date Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Phantom Stock Units	(1)	08/24/2005		A		137.5		(2)	(2)	Common Stock	137.5	\$45.83	5,018.6	D	

Explanation of Responses:

1. Security converts to common stock on a one-for-one basis.

2. The reported phantom stock units were acquired pursuant to the Principal Deferred Compensation Plan for Non-Employee Directors and will be settled on the reporting person's retirement.

Remarks:

Michael H. Gersie, by Power

of Attorney

(A) or (D)

Amount

Price

(Instr. 3 and 4)

08/25/2005

Date

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.