

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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

1. Name and Address of Reporting Person* GERSIE MICHAEL H _____ (Last) (First) (Middle) 711 HIGH STREET _____ (Street) DES MOINES IA 50392 _____ (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol PRINCIPAL FINANCIAL GROUP INC [PFG]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Executive Vice President/CFO
	3. Date of Earliest Transaction (Month/Day/Year) 02/13/2007	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/13/2007		M ⁽¹⁾		20,000	A	\$27.57	57,519 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		400	D	\$62.31	57,119 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		200	D	\$62.33	56,919 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		300	D	\$62.35	56,619 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		200	D	\$62.37	56,419 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		100	D	\$62.4	56,319 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		500	D	\$62.41	55,819 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		300	D	\$62.42	55,519 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		400	D	\$62.43	55,119 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		1,300	D	\$62.44	53,819 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		900	D	\$62.45	52,919 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		400	D	\$62.46	52,519 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		2,500	D	\$62.47	50,019 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		2,100	D	\$62.48	47,919 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		1,200	D	\$62.49	46,719 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		900	D	\$62.5	45,819 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		1,200	D	\$62.51	44,619 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		900	D	\$62.52	43,719 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		500	D	\$62.53	43,219 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		1,200	D	\$62.54	42,019 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		100	D	\$62.55	41,919 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		300	D	\$62.56	41,619 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		1,300	D	\$62.57	40,319 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		400	D	\$62.58	39,919 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		400	D	\$62.59	39,519 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		100	D	\$62.6	39,419 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		100	D	\$62.63	39,319 ⁽²⁾	D	
Common Stock	02/13/2007		S ⁽¹⁾		100	D	\$62.65	39,219 ⁽²⁾	D	

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

--

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Deemed Execution Date, if any (Month/Day/Year)	5. Transaction Code (Instr. 8)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	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)		
Employee Stock Option (Right to Buy)	\$27.57	02/13/2007		M ⁽¹⁾	(3)	02/25/2013	Common Stock	20,000	\$0	5,620	D	

Explanation of Responses:

- Pursuant to 10b5-1 plan executed February 8, 2007.
- Includes 2,889 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.
- The option vested in three equal installments ending on February 25, 2006.

Remarks:

Form 4 - Part 1 of 2

Joyce N. Hoffman, by Power of Attorney 02/15/2007

** Signature of Reporting Person Date

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.