FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL									
OMB Number:	3235-028								
Estimated average b	urden								

0.5

hours per response:

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

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

									•														
1. Name and Address of Reporting Person* SCHOLTEN GARY P							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 Officer (give title Other (specify					
(Last) 711 HIGH	(First) (Middle) HIGH STREET						3. Date of Earliest Transaction (Month/Day/Year) 03/01/2007												X Officer (give file Other (specify below) Sr VP & Ch Info Officer				
(Street) DES MOINES IA 50392 (City) (State) (Zip)						4. If	4. If Amendment, Date of Original Filed (Month/Day/Year)											dividual or Joint/Group Filing (Check Applicable) Compared to the compared t					
			Tabl	e I - Nor	า-Deriv	ative	Se	curit	es Ac	quire	d, D	isp	osed o	f, c	r Be	enefi	cially	Owne	ed				
Date					2. Transa Date (Month/I		ır)	2A. Deemed Execution Date, if any (Month/Day/Year)			nsacti e (Ins		4. Securities Acquired (Disposed Of (D) (Instr. 5)					5. Amount of Securities Beneficially Owned Following Reported		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
											e V		Amount		(A) o (D)	r Pi	rice	Transaction(s) (Instr. 3 and 4)				(1130.4)	
Common Stock 03/01/						/2007	2007			F ⁽¹)		1,428		D	\$	62.89	8,893(2)			D		
Common Stock																			499		I	By 401(k) Plan	
Common Stock																	129			I	By Spouse		
	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	on [3. Transaction Jate Month/Day/Year)	3A. Deem Execution if any (Month/Da	Date, ay/Year)	4. Transa Code (8)								or Nu of		of es ng /e (Instr. Amoui or Numbe	Deri Sec (Ins	rice of vative urity tr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)		10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	

Explanation of Responses:

- 1. The reporting person made an election on the transaction date to have shares withheld to satisfy a tax liability incident to the vesting of previously granted restricted stock units.
- $2. \ Includes \ 2,301 \ shares \ acquired \ pursuant \ to \ the \ Principal \ Financial \ Group, \ Inc. \ Employee \ Stock \ Purchase \ Plan.$

Remarks:

<u>Joyce N. Hoffman, by Power of Attorney</u>

03/05/2007

** 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.