

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

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:	3235-0104
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1. Name and Address of Reporting Person* <b>STRABLE-SOETHOUT DEANNA D</b>  (Last) (First) (Middle) <b>711 HIGH STREET</b>  (Street) <b>DES MOINES IA 50392</b>  (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <b>03/07/2015</b>	3. Issuer Name and Ticker or Trading Symbol <b>PRINCIPAL FINANCIAL GROUP INC [ PFG ]</b>	5. If Amendment, Date of Original Filed (Month/Day/Year)
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <b>President - US Ins. Solutions</b>	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	39,335 <sup>(1)</sup>	D	
Common Stock	610	I	By 401(k) Plan
Common Stock	31,048	I	By Spouse
Series B Non-Cumulative Perpetual Preferred Stock	2,200	I	By Spouse

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
Employee Stock Option (Right to Buy)	02/26/2010	02/26/2017	Common Stock 8,180	62.63	D	
Employee Stock Option (Right to Buy)	02/26/2011	02/26/2018	Common Stock 21,235	60.1	D	
Employee Stock Option (Right to Buy)	02/24/2012	02/24/2019	Common Stock 13,884	11.07	D	
Employee Stock Option (Right to Buy)	02/23/2013	02/23/2020	Common Stock 18,905	22.21	D	
Employee Stock Option (Right to Buy)	02/28/2014	02/28/2021	Common Stock 19,160	34.26	D	
Employee Stock Option (Right to Buy)	02/27/2015	02/27/2022	Common Stock 15,915	27.46	D	
Employee Stock Option (Right to Buy)	(2)	02/25/2023	Common Stock 16,210	30.7	D	
Employee Stock Option (Right to Buy)	(3)	02/24/2024	Common Stock 10,590	44.88	D	
Employee Stock Option (Right to Buy)	(4)	02/23/2025	Common Stock 21,780	51.33	D	
Phantom Stock Units	(5)	(5)	Common Stock 2,646.5	(6)	D	
Employee Stock Option (Right to Buy)	02/26/2010	02/26/2017	Common Stock 1,705	62.63	I	By Spouse
Employee Stock Option (Right to Buy)	02/26/2011	02/26/2018	Common Stock 1,065	60.1	I	By Spouse
Employee Stock Option (Right to Buy)	07/07/2011	07/07/2018	Common Stock 1,445	39.88	I	By Spouse
Employee Stock Option (Right to Buy)	02/24/2012	02/24/2019	Common Stock 7,955	11.07	I	By Spouse
Phantom Stock Units	(5)	(5)	Common Stock 205	(6)	I	By Spouse

Explanation of Responses:

- Includes 521 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.
- The options vest in three equal annual installments beginning February 25, 2014.
- The options vest in three equal annual installments beginning February 24, 2015.
- The options vest in three equal annual installments beginning February 23, 2016.
- The reported phantom stock units were acquired pursuant to the Principal Select Savings Excess Plan and may be transferred at any time into another investment alternative under the Plan. Interests under the Plan will be settled upon the reporting person's retirement or other termination of service.
- Security converts to common stock on a one-for-one basis.

Remarks:

Patrick A. Kirchner, by Power of Attorney      03/07/2015  
 \*\* 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 5 (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.

Know all by these presents, that the undersigned hereby constitutes and appoints Larry D. Zimpleman, Terrance J. Lillis, Karen E. Shaff, Patrick A. Kirchner and Clir

(1) execute for and on behalf of the undersigned, in the undersigned's capacity as a beneficial owner of securities of Principal Financial Group, Inc. (the "Company

(2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Schedule 13D (or amendr

(3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of each such attorney-in-fact, may be of benefit to, in the l

The undersigned hereby grants to each such attorney-in-fact power and authority to do and perform any and every act and thing whatsoever requisite, necessary or prop

The Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Schedules 13D, Forms 3, 4 and 5 or Form 144 with resp

From and after the date hereof, any Power of Attorney previously granted by the undersigned concerning the subject matter hereof is hereby revoked.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 7th day of March, 2015.

/s/ Deanna Strable-Soethout

Name: Deanna Strable-Soethout