

PRINCIPAL FINANCIAL GROUP INC
 Form 4
 November 07, 2006

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
GRISWELL J BARRY

2. Issuer Name and Ticker or Trading Symbol
PRINCIPAL FINANCIAL GROUP INC [PFG]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 711 HIGH STREET
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 11/03/2006

Director 10% Owner
 Officer (give title below) Other (specify below)
 Chairman and CEO

DES MOINES, IA 50392

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	11/03/2006		S ⁽¹⁾		1,300 A \$ 56.09	221,890 ⁽²⁾	D
Common Stock	11/03/2006		S ⁽¹⁾		1,400 D \$ 56.1	220,490 ⁽²⁾	D
Common Stock	11/03/2006		S ⁽¹⁾		3,052 D \$ 56.11	217,438 ⁽²⁾	D
Common Stock	11/03/2006		S ⁽¹⁾		1,400 D \$ 56.12	216,038 ⁽²⁾	D
Common Stock	11/03/2006		S ⁽¹⁾		2,300 D \$ 56.13	213,738 ⁽²⁾	D

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Common Stock	11/03/2006	<u>S</u> (1)	1,800	D	\$ 56.14	211,938 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	5,000	D	\$ 56.15	206,938 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	6,000	D	\$ 56.16	200,938 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	4,500	D	\$ 56.17	196,438 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	3,800	D	\$ 56.18	192,638 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	2,434	D	\$ 56.19	190,204 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	2,000	D	\$ 56.2	188,204 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	700	D	\$ 56.21	187,504 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	500	D	\$ 56.22	187,004 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	1,500	D	\$ 56.23	185,504 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	900	D	\$ 56.24	184,604 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	1,700	D	\$ 56.25	182,904 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	400	D	\$ 56.26	182,504 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	1,000	D	\$ 56.27	181,504 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	1,700	D	\$ 56.28	179,804 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	500	D	\$ 56.29	179,304 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	500	D	\$ 56.31	178,804 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	600	D	\$ 56.32	178,204 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	200	D	\$ 56.36	178,004 <u>(2)</u>	D
Common Stock	11/03/2006	<u>S</u> (1)	100	D	\$ 56.37	177,904 <u>(2)</u>	D
	11/03/2006	<u>S</u> (1)	100	D		177,804 <u>(2)</u>	D

Common Stock					\$				56.38
Common Stock	11/03/2006		S ⁽¹⁾	300	D	\$	177,504 ⁽²⁾	D	56.42
Common Stock	11/03/2006		S ⁽¹⁾	100	D	\$	177,404 ⁽²⁾	D	56.43
Common Stock	11/03/2006		S ⁽¹⁾	1,100	D	\$	176,304 ⁽²⁾	D	56.46
Common Stock	11/03/2006		S ⁽¹⁾	100	D	\$	176,204 ⁽²⁾	D	56.47

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

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(9-02)

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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GRISWELL J BARRY 711 HIGH STREET DES MOINES, IA 50392	X		Chairman and CEO	

Signatures

Joyce N. Hoffman, by Power of Attorney
11/07/2006

__Signature of Reporting Person

Date

Explanation of Responses:

- * 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).
- (1) Pursuant to a 10b5-1 plan adopted February 20, 2006.
 - (2) Includes 2,845 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.

Remarks:

This is the second of three Form 4s filed by the reporting person on the same date.

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

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