

FORM 3

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

OMB APPROVAL
OMB Number: 3235-0104
Estimated average burden
hours per response... 0.5

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

1. Name and Address of Reporting Person *			2. Date of Event Requiring Statement (MM/DD/YYYY)		3. Issuer Name and Ticker or Trading Symbol		
Eucher Ralph Craig			3/9/2013		PRINCIPAL FINANCIAL GROUP INC [PFG]		
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
711 HIGH STREET			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) EVP - HR & Corp Svcs /				
(Street)			5. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)		
DES MOINES, IA 50392					<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(City)	(State)	(Zip)					

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	36838	D	

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Employee Stock Option (Right to Buy)	2/28/2008	2/28/2015	Common Stock	13265	\$39.02	D	
Employee Stock Option (Right to Buy)	2/27/2009	2/27/2016	Common Stock	9480	\$49.25	D	
Employee Stock Option (Right to Buy)	2/26/2010	2/26/2017	Common Stock	7335	\$62.63	D	
Employee Stock Option (Right to Buy)	2/26/2011	2/26/2018	Common Stock	10320	\$60.10	D	
Employee Stock Option	5/19/2011	5/19/2018	Common	5775	\$56.42	D	

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
(Right to Buy)			Stock				
Employee Stock Option (Right to Buy)	2/23/2013	2/23/2020	Common Stock	20260	\$22.21	D	
Employee Stock Option (Right to Buy)	(1)	2/28/2021	Common Stock	14995	\$34.26	D	
Employee Stock Option (Right to Buy)	(2)	2/27/2022	Common Stock	21250	\$27.46	D	
Employee Stock Option (Right to Buy)	(3)	2/25/2023	Common Stock	33900	\$30.70	D	

Explanation of Responses:

- (1) The options vest in three equal annual installments beginning February 28, 2012.
- (2) The options vest in three equal annual installments beginning February 27, 2013.
- (3) The options vest in three equal annual installments beginning February 25, 2014.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Euher Ralph Craig 711 HIGH STREET DES MOINES, IA 50392			EVP - HR & Corp Svcs	

Signatures

By Ralph Craig Euher

3/19/2013

** 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.

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