Let $X$ be a proper, geodesically complete CAT(0) space and $\Gamma$ be a group acting properly discontinuously, cocompactly, and by isometries on $X$; further assume $X$ admits a rank one axis. We will discuss how to place a natural measure (called the Patterson-Sullivan measure) on the boundary of $X$, and another (called the Bowen-Margulis measure) on the space of geodesics in $X$ modulo the $\Gamma$-action. This additional structure allows us to prove two results about $X$. First, with respect to the Patterson-Sullivan measure, almost every point in the boundary of $X$ is isolated in the Tits metric. Second, under the Bowen-Margulis measure, almost no geodesic bounds a flat strip of any positive width. (Received September 17, 2013)