It seems even those not traditionally religious in modern society have religion, as perhaps Wade means to suggest. A quick search on Wikipedia has yielded these definitions for religion:

"the belief in and worship of a superhuman controlling power, especially a personal God or gods", "a particular system of faith and worship",

In the present analysis we consider religion more in terms of the latter two definitions. A religious person has a strong belief in a system, its common (perhaps popular) rites and rituals, and lives their life according to these things.

Wade says that "Every known society possesses some form of religion". While he goes on at some length to offer evidence and analyze this hypothesis with regard to religions related to superhuman and related powers, it is proposed that society, certainly Western society, has religion even without superhuman entities. The latter two definitions, above, regarding "a particular system of faith" and "a pursuit or interest to which someone ascribes supreme importance", can be supported without deities.

Any cursory look at modern western attitudes toward capitalism reveals adherents and even zealots for and against it. Those for it think of competing systems (socialism) as almost an unholy way of life, and those against capitalism would seem to protest as if they were fighting pure evil (think street crowds of the protests against the World Trade Organization). It is proposed that these factions are really no different in their pursuit of "a particular system of faith" in their belief in ideology akin to religion.

Similarly, the Western world is adamant, and even fetishizes about the idea that everyone should partake in democracy. Other political systems would appear to work (albeit with issues), but there seems to be a somewhat religious belief that democracy is the only way to life in a good society. Many nations, not to single any out here, are well known to push this way of life, quite similar to the religious definition above regarding "a pursuit or interest to which someone ascribes supreme importance". Some of these nations push democracy as part of almost all major multinational initiatives with other (believed) non-democratic societies; basically spreading the "word".

To summarize and restate, it would seem that even without use of traditional religions, we have essentially religious movements (and religion) in modern, perhaps otherwise atheist, cultures, at least in the Western world.

[&]quot;a pursuit or interest to which someone ascribes supreme importance".